

ICE CREAM FIELD



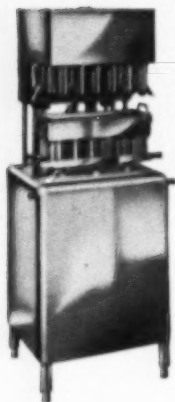
July 1950

In this issue

Topic of the Month: Point-of-Sale Ads
Closer With Your Sweets—Hollywood Style
New Findings: Fruit Purées in Ice Cream
Words of Wisdom: Watch These Details!

Meet Your Competition—Dairy Industries Exposition
October 16-21—Atlantic City, New Jersey

MACHINES THAT PAY THEIR OWN WAY IN SHORT ORDER



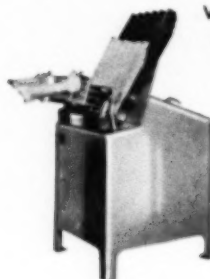
LIQUID
MOLD
FILLER
MODEL 40



ALL PURPOSE FILLER
MODEL 106-2
WITH TWO HEADS



PORTABLE BAGGER
MODEL 134



VERTICAL STICK
DISPENSER
MODEL 171

STICK
CONFECTION
MOLDS



STICK SORTER
MODEL 131

STICK HOLDER
MODEL 136



LETTERS and reports in our files tell the story!

Yes, there is ample proof that many Anderson Ice Cream Packaging Machines have paid for themselves in less than a year's time. And why not, what with important savings in personnel, time, taxes, laundry, floorspace, even water to name but a few.

Better check your equipment right now and then call us in. Our sales engineers will gladly assist you in determining where efficiency can be stepped up and profits increased.

The machines illustrated here are only a part of the labor saving, overhead reducing Anderson line. Write today for literature containing specifications, output, and operating details.



Use this Handy Coupon for Quick Information

ANDERSON BROS. MFG. CO., ROCKFORD, ILLINOIS

Please Send Bulletin No. 7-2

Name _____

Address _____

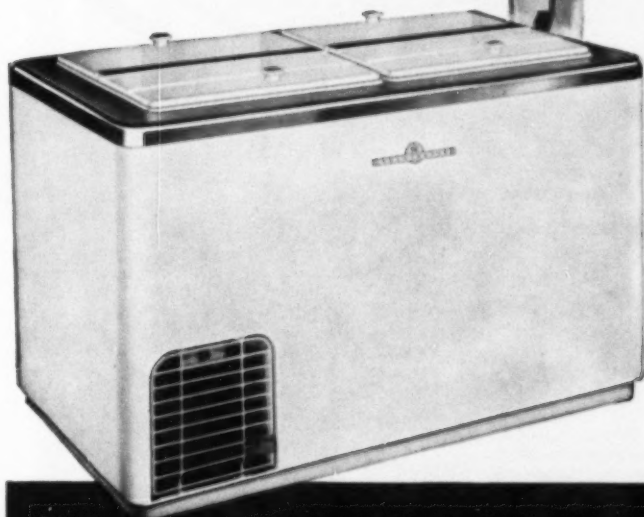


Get Beauty, Performance and Dependability, Too!

New Kelvinator Ice Cream Cabinets give you *what your dealers want most*—increased capacities, more economy features, easier handling of your product at its point of sale. Beauty and time-proved strength are built into their every inch. They are completely dependable in every way. *And there's a reason.*

In the past 36 years Kelvinator has earned the confidence of ice cream manufacturers who know from experience that Kelvinator builds an extra measure of economy, performance and dependability into their products. Kelvinator's unmatched experience naturally assures you the very advantages you want in today's cabinets.

You can't miss when you choose ice cream cabinet equipment made by Kelvinator, the pioneer designer and builder. For full information, see your Kelvinator representative or write to the Ice Cream Cabinet Division, Nash-Kelvinator Corporation, Detroit 32, Michigan.



3 TIMES TESTED!

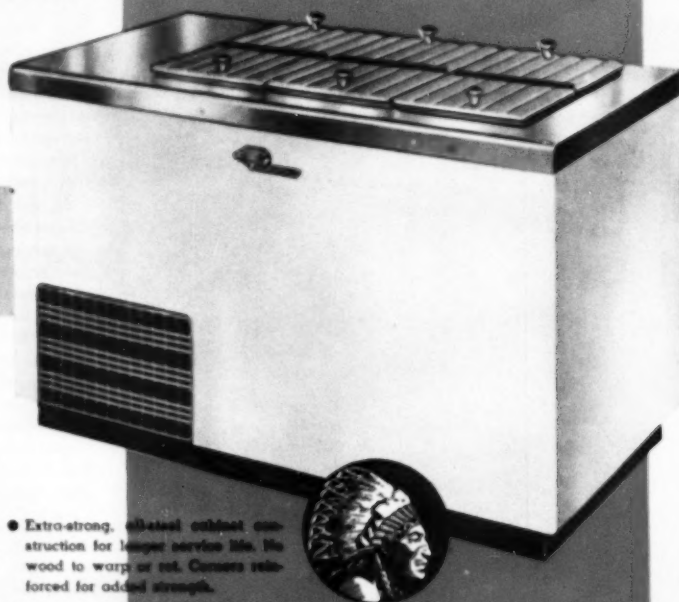
To Assure Permanent Seal Against Moisture

IT'S A FACT! Every Savage Ice Cream Cabinet in the brilliant 1950 line goes through three exhaustive tests before it is OK'd for shipment—to assure you cabinets that are absolutely, permanently sealed against infiltration of moisture. First, all liners are tested. Next, exterior shells are tested. Finally, each individual completed cabinet is tested. And all tests are made under heavy air pressure! Moisture cannot seep into a 1950 Savage! Remember, too, that famous Savage feature—refrigerated partitions between compartments. Keeps your ice cream, in bulk or brick, always firm and delicious. Plan now to see the beautiful 1950 Savage Ice Cream Cabinets at your very first opportunity. Write today for illustrated literature. Savage Arms Corporation, Refrigeration Division, Utica 1, N.Y.

8 Great SAVAGE Features That Help Boost Your Business

- Greatly increased capacity: 10 to 30% more ice cream in bulk containers.
- Refrigerated partitions between compartments. Not necessary to buy additional accessories at added cost.
- Modernized exterior design; ends flush (no screws) for easy in-line installation; top and sides' super-smooth for quick, effortless cleaning.
- Glistening white lids of durable plastic—eye-catching, appetite-appealing, easy to wipe clean.
- Uniform temperature throughout cabinet; maintains ice cream (bulk or brick) at equal temperatures.
- Hermetically sealed, pull-out compressor for economical maintenance.
- Highly efficient insulation of genuine Fiberglas*. Hermetically sealed construction to prevent infiltration of moisture. Each cabinet factory-tested under pressure to assure permanent air- and moisture-tight seal.

13 different models to choose from—to fit all your customers' needs: 3 and 4 single; 4, 6, 8, 10, 12 double (short type); 4, 6, 8, 10 double (remote type); 9.2 cu. ft. and 10.7 cu. ft. merchandising cabinets (open top type).



- Extra-strong, all-steel cabinet construction for longer service life. No wood to warp or rot. Corners reinforced for added strength.

*Fiberglas is the registered trademark of Owens-Corning Fiberglas Corporation

again in '50

the SWING is to

SAVAGE
ICE CREAM CABINETS

Introducing...

the Brilliant NEW **SAVAGE** 1951 Merchandising Cabinet

Greater Eye-Appeal, Greater Efficiency Than Ever Before!

Savage has done it again with this thrillingly beautiful, amazingly efficient 1951 Model M-9 Merchandising Cabinet! Never before has there been an ice cream merchandiser with the sales-enticing eye-appeal, the completely uniform refrigeration, the efficient operating features of this brilliant Savage cabinet.

Think of it! Two full-color, 3-dimensional ice cream pictures perfectly lighted by two fluorescent tubes. Full-length top opening for easier self-service. Four spacious compartments separated by refrigerated partitions for

greater refrigerated interior surface... your product is always close to primary refrigeration surface.

And that's not all! The new 1951 Model M-9 is permanently, hermetically sealed against moisture. All electrical equipment is Underwriters' Laboratory Approved.

Flavor strips and 3-dimensional photographs are furnished with cabinet. Casters optional.

It's the greatest merchandiser buy of this or any other year! Write for illustrated literature today, Savage Arms Corporation, Refrigeration Division, Utica 1, New York.



The 1951 **SAVAGE** M-9

"Double Duty" Merchandising Cabinet

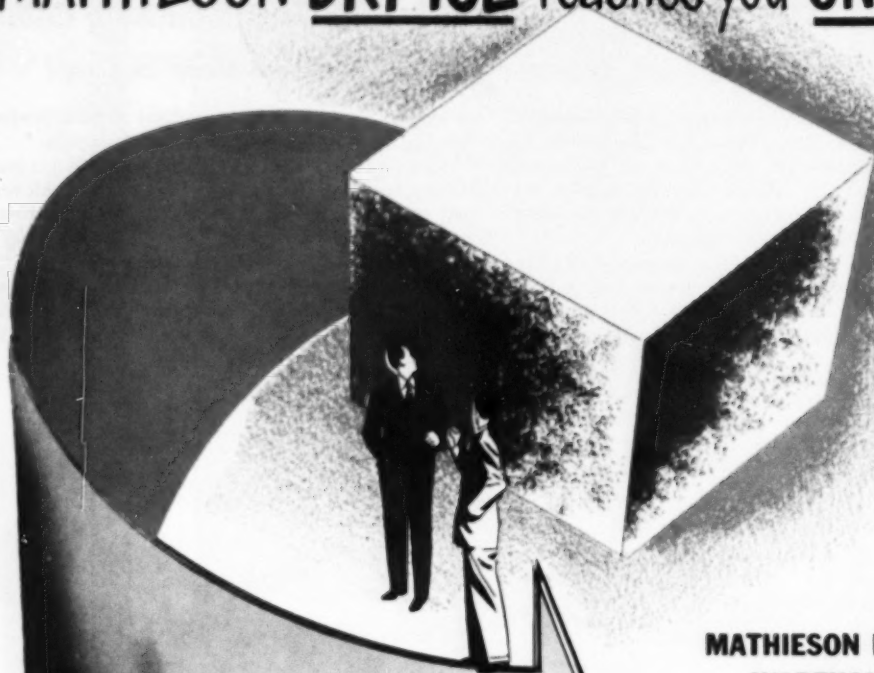
It Sells and Stores

SPECIFICATIONS

Length	53 inches
Width	30 inches
Height (to top of superstructure)	53 inches
Condensing Unit	1/2 h.p.
Storage Capacity	9.2 cubic feet



17 REASONS WHY MATHIESON DRY ICE reaches you ON TIME



● There's no delay when you specify Mathieson Dry Ice. With 17 strategically located warehouses Mathieson is set up to give you prompt, reliable delivery. And Mathieson Dry Ice is a strong, pure product...eminently fit for intimate contact with food or for carbonating beverages.

Through its experienced representatives, Mathieson is ready to help you with your problems in handling, storing and using Dry Ice. Call your nearest Mathieson warehouse for quality Dry Ice, swift, dependable service and friendly, helpful service. Mathieson Chemical Corporation, Mathieson Building, Baltimore 3, Maryland.

MATHIESON DRY ICE WAREHOUSES

ATLANTA, GA.
BALTIMORE, MD.
BIRMINGHAM, ALA.
CHARLOTTE, N. C.
CHATTANOOGA, TENN.
GREENSBORO, N. C.
JACKSONVILLE, FLA.
KNOXVILLE, TENN.
MEMPHIS, TENN.
NASHVILLE, TENN.
NEW ORLEANS, LA.
NEW YORK, N. Y.
NORFOLK, VA.
PHILADELPHIA, PA.
RICHMOND, VA.
SALTVILLE, VA.
WASHINGTON, D. C.

Mathieson
CHEMICALS

8973

SERVING INDUSTRY, AGRICULTURE AND PUBLIC HEALTH



MARATHON'S FROSTY-PAK

SERVING-SIZE ICE CREAM CARTON!

Increase your profits . . . widen your markets . . . with FROSTY-PAK—Marathon's new "serving-size" linerless ice cream carton! Now you can offer homes, restaurants and fountains the convenience and cleanliness of individual servings of ice cream . . . each economically packaged in a separate carton by high-speed automatic packaging machines! Market tests prove you'll sell more ice cream to more people in these new cartons that make ice cream so easy to store and serve. A variety of flavors stores compactly in an ice cube tray . . . one quick pull on the flap opens the package for serving. No more dipping or slicing! A boon for homemakers . . . a money-maker for restaurants and fountains who cheer

the accurate cost control, savings in serving time, and uniform quantity that FROSTY-PAK guarantees!

It's Market Tested! Marathon's new FROSTY-PAK linerless ice cream cartons have been market tested by manufacturers, dealers and consumers . . . winning approval for convenience, ease of storage and new sales appeal. Available in sizes from 3.2 oz. to 6 oz.



FOR INFORMATION, SEE YOUR MARATHON REPRESENTATIVE, OR WRITE MARATHON CORPORATION, MENASHA, WISCONSIN.



Air view of Stuyvesant Town, 8755-family housing project, New York

Popular Twin-Serv Fountain, Whelan Drug Co., Stuyvesant Town

Ice Cream Retailing at Its Best— with Bastian-Blessing TWIN-SERV Fountains

When Whelan Drug Co. selected soda fountain equipment for its three new stores in Stuyvesant Town, New York City—it chose Bastian-Blessing.

Two of the factors that contributed to this choice are important to you. First, Whelan Drug Co., with its 195 units, is one of the top three drug retailing organizations in America. It *knows* ice cream merchandising.

Second, these three are the only drug stores in this vast housing project offering fountain service to its 25,000 residents. The equipment selected not only had to be modern in appearance, but so designed as to permit fast and efficient service.

Bastian-Blessing Twin-Servs, with their sweeping work surfaces, duplicate service facilities and tilted ice cream cans—all in front, meet these qualifications to a degree that defies comparison.

No matter what the fountain needs of your customer may be, he can come closer to meeting them *perfectly* with a Twin-Serv—the fountain that builds gallonage because it permits ice cream to be served at its best.

Twin-Serv is a trade-mark of The Bastian-Blessing Co., Pat. Pend.



The BASTIAN-BLESSING Company

4215 W. Peterson Ave., Chicago 30, Ill.

Qualified Sales and Service Outlets in All Principal Cities

See the "Show-All" Demonstration Kit



Shows you the nation's finest fountains in full color so realistically, you'll think you're touring the country on a magic carpet.

Show your customer how to have the fountain he wants... in the style and size to fit his needs... by letting him build it first in miniature.

See this vivid demonstration today. No obligation.



Hurry! Hurry!



Sealright

SPONSORS GIANT CONTEST
FOR CUSTOMERS OF
LOCAL ICE CREAM
COMPANIES



there's still time to get in on the Business-Building Sealright National ICE CREAM RECIPE CONTEST!

The show's about to start . . . but if you hurry you can still get in with the crowd! But write today for complete details, because the third contest in Sealright's \$10,000.00 National Ice Cream Recipe Contest series will be announced in a full page ad in the August 26th SATURDAY EVENING POST.

You'll find it good business to tie in with this contest! Sealright's Nestyle Container, with the distinctive shape, slip-cover lid, and kid glove finish, has proven over and over again that it is a package with outstanding sales appeal. And now you'll receive the benefits of a powerful nation wide Ice Cream Recipe Contest designed to pull more customers into local stores for ice cream packed in this deluxe container.

It's easy for your customer to enter this contest, and it's

easy for your ice cream company to get in on the extra business that will result. All your customers have to do is send in their favorite way of serving ice cream along with a simple statement AND a sanitary service emblem from a Sealright Container.

All you do is send in the coupon below! You'll receive a Contest Kit of tie-in advertising which will tell you how to make this contest your contest locally. You can then order back bar stickers, fountain display cards, and other point-of-sale pieces imprinted with the name of your ice cream company.

If you are not a Nestyle user, write us anyway. Don't miss out on this powerful business-building program. But **WRITE TODAY**, because the time is getting short.



Sealright

NESTYLE CONTAINER

SEALRIGHT CO., INC., Fulton, N. Y.; Kansas City, Kansas; Sealright Pacific Ltd., Los Angeles, Calif.;
CANADIAN SEALRIGHT CO., LTD., Peterborough, Ontario, Canada.

I would like all the facts on this 1950 Sealright Ice Cream Recipe Contest, and details on how it can fit into the promotion plans of my company.

NAME _____

COMPANY NAME _____

ADDRESS _____

CITY _____ STATE _____

Meet the latest member of FRIGIDAIRE'S Great New



Yes, here's a new kind of Zero-Self-Server—built to make sure that this great line meets *all* your self-service needs!

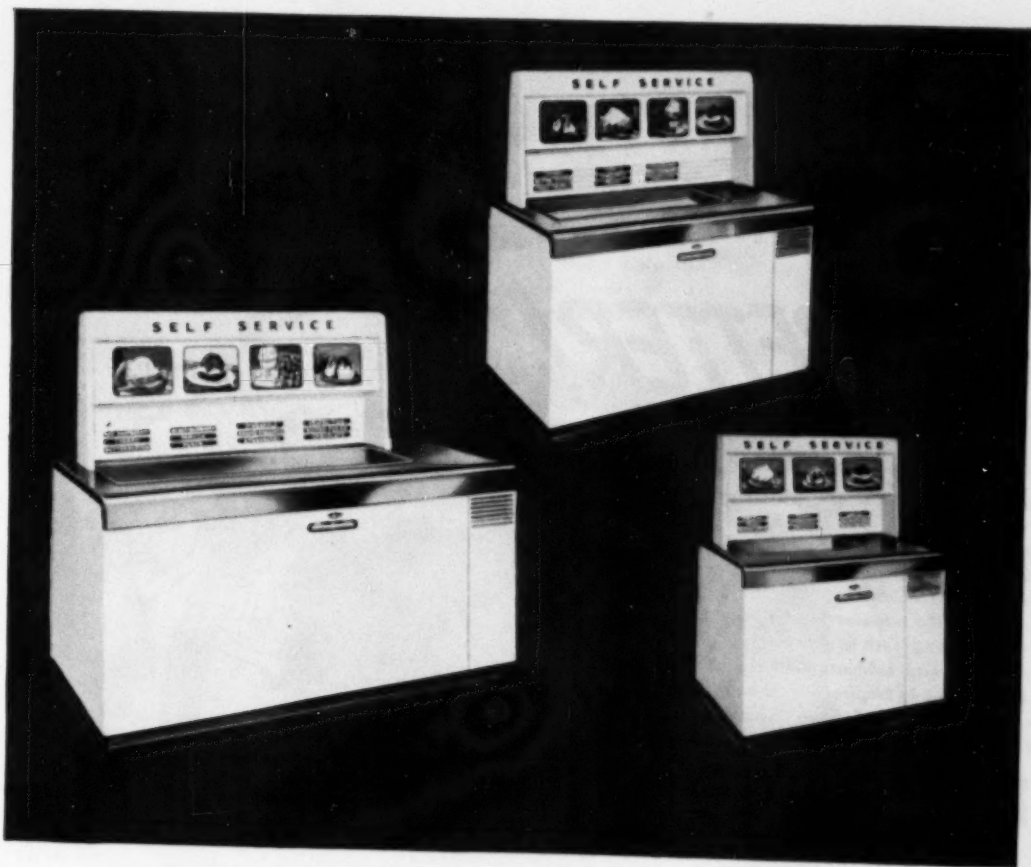
Generous capacity protected by non-fogging, triple-pane glass lids makes it ideal for keeping low-volume outlets heavily stocked—with a minimum of calls. You'll want to use it with merchandising superstructure for hard-selling, self service display. Use it without superstructure for special positions such as islands.

Best of all, this new cabinet has all the well-known Zero

Self-Server advantages—features such as All-Steel Sealed-Tight Construction, Even-Temperature Design, Efficiency-Plus Condenser, the one-and-only Frigidaire Meter-Miser—and many more.

For full information about Frigidaire Zero Self-Servers and Ice Cream Cabinets, call the Frigidaire Distributor or Factory Branch that serves you. Or write Frigidaire Division of General Motors, Dayton 1, Ohio. In Canada, Leaside 12, Ontario.

Zero Self-Server Line!



**Only Frigidaire Has The Meter-Miser—
Simplest Refrigerating Unit Ever Built!**



All Zero Self-Servers are powered by the Meter-Miser—the simplest cold-making mechanism ever built. It has set records for low-cost, trouble-free operation in millions of Frigidaire products—is protected by a special 5-Year Warranty.

**You can't match a
FRIGIDAIRE
Zero Self-Server**

Equipment for Soda Fountains, Freezers, Hardening Rooms and Trucks • Beverage Coolers • Milk Coolers • Water Coolers • Air Conditioners • Ice Makers • Display Cases • Zero Self-Servers • Cooling Units • Compressors

LOOKS BIGGER!



SELLS BETTER!

"New Empire Giant Wafer Increases Ice Cream Sandwich Sales Up To 300%!"

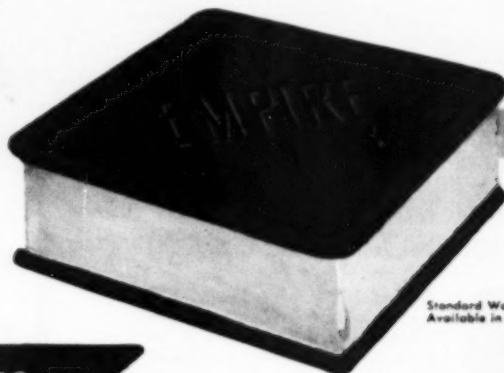
That's the happy report of merchandising-minded ice cream manufacturers everywhere about the new **EMPIRE GIANT WAFER**! The Empire Giant ... just as the popular Empire Standard Wafer, stays crisp and fresh in your hardening room and in your dealers' cabinets. And the rich chocolatey flavor has made Empire Wafers flavor-favorite in the ice cream trade for two decades! Why wait? Write for sample today!



P.S. Check on our new wafer for FIVE CENT SANDWICHES!



FREE! Streamers and Point of Sale Decals!



Standard Wafer Available in Six Sizes

EMPIRE BISCUITS

30 Waverly Avenue, Brooklyn 5, N. Y.
Division of Airline Foods

OUR 51ST YEAR

Anniversary Greetings

Another Van-Sal anniversary. And again we renew our pledge which has long since become an institution in the ice cream industry; "To make only the finest vanilla that modern equipment, years of experience, and specialized skills can produce."



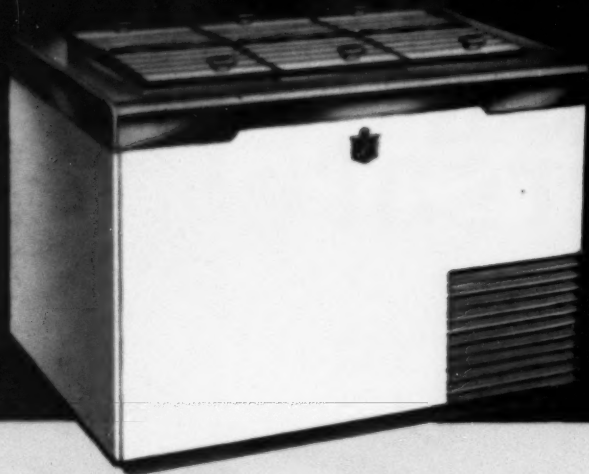
VAN-SAL
Vanillas

*Edna Bennett
Wm. Mulligan
Bing Johnson
Frank Kelly
Gene Bailey
Don W. Day
Bill Allen
Harry W. Wain
Melvin Whinn
Bob Hayes
Bill Hayes
Jack "Junior"*

Sally

ALL AMERICA LOVES VAN-SAL VANILLA

S. H. MAHONEY EXTRACT CO., CHICAGO 16, ILLINOIS



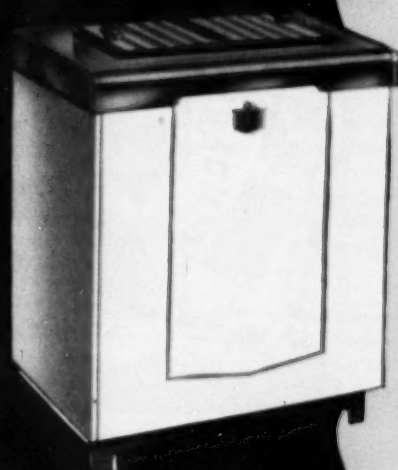
BEAUTY *that Sells!*

**Schaefer Cabinets Build
GREATER GALLONAGE**



Schaefer gives you what it takes to sell more ice cream—the most beauty, the most capacity and the most complete line of ice cream cabinets ever offered. A model for every requirement . . . designed for plus capacities with space economy . . . engineered for dependable low cost operation.





Schaefer
INC.

SINCE 1929 • MINNEAPOLIS

FRIGIDAIR

PYRAMID YOUR PROFITS!



MORE MANUFACTURERS ARE MAKING MORE PROFITS THAN EVER BEFORE
with

ICN MODERN MASS MERCHANDISING METHODS

**A COMPLETE STICK CONFECTION PACKAGE FEATURING
 THE MULTI-MILLION DOLLAR SALES APPEAL OF WALT DISNEY CHARACTERS**

PLAN NOW SO THAT YOU TOO CAN REAP THESE EXTRA PROFITS
 AT LOWER COSTS.



**WRITE, WIRE, PHONE TODAY
 FOR FULL DETAILS**

Ice Cream Novelties, INC.

110 MURRAY STREET, NEW YORK 7, N. Y.

LOS ANGELES • NEW ORLEANS • CHICAGO

IN CANADA • ICE CREAM NOVELTIES, LTD., TORONTO, ONTARIO

A complete Manual and Guide Book on

"SODA FOUNTAIN OPERATION"

by A. CHARLES DRAPER

Foremost Authority on Fountain Planning & Operation



CONTENTS

- I Layout Principles**
Location—Traffic
- II Volume**
What Makes Volume
Secondary Sales
Fountains in Drugstores
- III Menu**
Suitable Menu—Pricing
Profits—Costs—Payroll
Soda Fountain Figures Defined
- IV In-store location of Fountain**
Soda Fountain Values
Equipment—How to Choose It
- V Four Basis Functions**
Soda—Food
Dishwashing—Customer Service
- VI Approach to Layout**
Layout Classified
Comparison of Fountain Types

★ **WHAT IS IT?**—75 pages of practical, tested methods to install and operate soda fountains. No theory, just plain experience and ideas currently in use to save labor, footsteps, time, and **MAKE MORE MONEY** at the soda fountain.

★ **HOW TO USE IT**—Read it yourself as a day to day guide to profits, management, customer service, and values in retailing. Then give it to your salesmen, give it to your retailers and best of all, give it to prospective retail accounts.

★ **WHY YOU NEED ONE**—This booklet can save you headaches and avoid mistakes for the retailers. It is well illustrated with charts and a breakdown of cost in operating various departments of drug and other retail stores.

★ **HOW TO GET COPY**—Never before published in book form, your copy is now available by using the coupon below and the special money saving offer. Only limited copies are being printed on this first press run. You may have extra copies at quantity discounts.

SPECIAL OFFER

Now you can get copies of this valuable book at *Special Quantity Discounts*. You'll want copies for yourself, your salesmen, and your dealers. It will help you show your retailers how to get

greater gallonage and greater profits. This offer may be withdrawn when quantity of books is disposed of. Order now as many books as you need at these special low rates.

CLIP AND MAIL TODAY — LIMITED QUANTITY AVAILABLE

QUANTITY DISCOUNTS

1-4 copies	\$1.00 each
5-9 copies	.85 "
10-24 copies	.75 "
25 up	.50 "



We Want to Use Your Book!

Please send us _____ copies of your new 75 page book, "Soda Fountain Operation," at the Special Quantity Discounts shown. Check is enclosed.

NAME _____
COMPANY _____
ADDRESS _____
CITY _____ STATE _____ ZONE _____

MAIL TO ICE CREAM FIELD, 19 W. 44TH ST., N. Y. 18, N. Y.



Silent Salesmen

Add to your selling force—put silent salesmen to work for you—in stores, on delivery trucks, and wherever you have “stops”.

Let Lily* lend a hand. Like the sparkling examples shown here, Lily Cups silently sell your brand name. Yes, Lily packed ice cream packs a wallop—at the point of purchase and again at the point of consumption.

Have the Lily man call with a colorful hard-hitting plan designed for you. No obligation, of course. Get things under way . . . write today.

*T.M. Reg. U.S. Pat. Off.



LILY-TULIP CUP CORPORATION

122 E. 42nd St., New York 17, N. Y.

Chicago • Kansas City •
Los Angeles • San Francisco •
Seattle • Toronto, Canada

ICE CREAM FIELD, July 1950

THERE ARE MORE WAYS THAN ONE

to save mix, man-hours and money!

In every plant there is urgent need to save every drop of mix and to make every man-hour more productive. Cherry-Burrell ice cream plant equipment offers many opportunities to

do both—and on a “pay for themselves” basis. For instance, one or more of the modern units below might well mean the difference between a too costly process and a profitable one.

**get high quality
with more efficient
pasteurization**

The Vacreator* helps to assure uniform, high quality mix—continuously. Instant pasteurization and steam distillation under vacuum remove off-flavors, preserve the natural goodness and mean better tasting, better selling ice cream. Capacities up to 12,000 lbs. of mix per hour.

*Vacreator—a trademark Reg. U.S. Pat. Off. and Canada for vacuum pasteurizers

**match storage capacity
against production needs
with “Refrigerated Wall”
storage tanks**

Additional storage capacity can often eliminate costly delays and level off peak load periods. The new “Refrigerated Wall” Tanks provide the additional cooling during storage that so often is required. Complete range of sizes to 5000 gal. Also “plain insulated” types with submerged coil, wrapped coil or spray-type cooling.

**round processors for
fast heating, mixing
and pasteurizing**

You can raise mix temperature from 40° to 170° in less than 20 minutes with a Round Processor. Large heat transfer surface and efficient agitation mean time-saving production of better tasting ice cream. 300, 500, 600, 800 and 1000 gal. sizes—all stainless or paint finish exterior models.

**lower cost holding and
storing with
CR all-purpose vats**

Widely useful for storing everything from mix to raw milk, CR Vats are all-welded, fully insulated with polished stainless steel inside lining. Modern design includes automatic cover lock, and stainless steel agitator. Available in 300, 500, 600 and 1000 gal. sizes.

why wait?

Improvements in your cost picture can be made now! Use the coupon or see your Cherry-Burrell representative to get immediate assistance.

CHERRY-BURRELL CORPORATION

General Sales and Executive Office:
427 W. Randolph Street, Chicago 6, Ill.
Milk and Food Plant Equipment and Supplies
FACTORIES, WAREHOUSES, BRANCHES, OFFICES OR DISTRIBUTORS
AT YOUR SERVICE IN 56 CITIES

trendmaker in a great industry

Cherry-Burrell Corporation
Dept. 120, 427 W. Randolph St.
Chicago 6, Illinois

Send catalogs on following:

- ☐ Vacreators ☐ Round Processors ☐ CR Vats
☐ Storage Tanks ☐ Have representative call

Name

Firm

Address

City..... State.....

AN OPEN INVITATION TO INCREASE YOUR SALES

The Anheuser-Busch Open Top makes it easy for your product to sell itself. It gives you large volume (10.8 cu. ft.), eye-stopping beauty, easy-to-see-and-reach display and dependable temperature control. Write for additional details.



Refrigerated Cabinet Division
ANHEUSER-BUSCH, INC.
St. Louis, Mo.



Fruit Ripples

DEFINITELY BOOST
SUMMER SALES



"Ripple," "Ripples" and "Wave" are registered trademarks of Balch Flavor Co., U.S. and Canada

ice cream sales **TRIPLE**
when you blend with **RIPPLE**

Ice cream manufacturers all over the country are building sales by blending their own vanilla ice cream with Ready-To-Use Ripple Sauces. They're running Fudge Ripple as a basic flavor all year around, and featuring monthly specials from our seven fast-selling flavors.

Remember . . . all Ripple Sauces are simple to use—just cool and pump into ice cream as it leaves the freezer. And . . . all are triple-purpose: for use as Ripples, for flavoring ice cream, and for making SUNDAY CUPS (just pour from the pail and use).

STRAWBERRY RIPPLE
BLACK RASPBERRY
PEACH RIPPLE
CHERRY RIPPLE
ORANGE-PINEAPPLE
BUTTERSCOTCH RIPPLE
FUDGE RIPPLE

Free Advertising

Don't stop by sending for our free advertising literature—we'll layout them with your own name or trademark.

Production Helps

If you need any advice in planning your production of vegetable ice cream, such as help on better distribution in either bulk or packages or help in selecting the best type of equipment, just ask. Our laboratory experts will gladly discuss any problem you might have.

In CANADA: R. J. Campbell Co., 207 Centre St., Toronto
In WEST COAST: Warehouse, at 1002 Industrial, Los Angeles

BALCH FLAVOR COMPANY

Adams at Fulton, Pittsburgh 33, Pa.

Send the following Ready-To-Use Ripple Sauces:

	per lb.		per case
50-lb. pails FUDGE Ripple Sauce	15¢	Cases No. 10 tins	9.50
50-lb. pails BUTTERSCOTCH Ripple	19¢	Cases No. 10 tins	11.25
50-lb. pails STRAWBERRY Ripple	25¢	Cases No. 10 tins	14.50
50-lb. pails BLACK RASPBERRY	27¢	Cases No. 10 tins	15.50
50-lb. pails CHERRY Ripple Sauce	20¢	Cases No. 10 tins	11.25
50-lb. pails ORANGE-PINEAPPLE	22¢	Cases No. 10 tins	12.75
10-gal. Drums Marshmallow Ripple	25¢	1-gal. Sealrights	1.25 ea.
50-lb. pails Peach Ripple Sauce	25¢	Cases No. 10 tins	14.50

Prices are FOB Pittsburgh, Pa. or Los Angeles, Cal.
(Print name & address on margin)

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ICE CREAM FIELD

VOL. 56

July

NO. 1

A GRANT
THE MODERN
MAGAZINE
OF THE
ICE CREAM
INDUSTRY
PUBLICATION

Staff: HOWARD B. GRANT, Editor and Publisher; SIDNEY M. MARAN, Assoc. Editor; DR. C. D. DAHLE, Tech. Editor; ALEX E. FREEMAN, Business Manager; HARRY STAAB, Art Editor; JAY M. SANDLER and LOUIS TRANZILLO, JR., Adv. Mgrs.

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Guaranteed Circulation—7500 minimum

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Natural Body
WINS

Natural Preference

Stabilize with
DARILOID or DRICOID



DARILOID®

DARILOID XL

DRICOID®

DRICOID XL

Stabilizers and stabilizer-emulsifiers to meet all plant requirements.

- Ice Cream stabilized with Dariloid or Dricoid is firm-bodied and smooth . . . completely free of gummy stickiness. You get *Natural Body* . . . ice cream that folks just naturally prefer because it's "cool-tasting" and refreshing. More ice cream is stabilized by Dariloid and Dricoid than by any other stabilizer or stabilizer-emulsifier.

PRODUCTS OF

KELCO COMPANY



20 N. Wacker Drive
CHICAGO 6

31 Nassau Street
NEW YORK 5

530 West Sixth St.
LOS ANGELES 14

Cable Address: Kelcoalgin • New York

"I'VE
GOT
DOTS
BEFORE
MY
EYES!"



Postmen all over America are seeing red dots before their eyes . . .
'cause the flood of bag-saving mail that's pouring in from all over the country shows
that the 1950 "Popsicle" Bag-Saving campaign is greater than ever before.

Newspaper ads, comic book ads, free gift lists and offers on our
big star-spangled television show . . . all are leading a bigger than ever parade
to your door . . . a whole army of customers who demand . . .



Twin Popsicle® Fudgsicle® Creamsicle®
IN THE BAGS WITH THE
RED DOTS



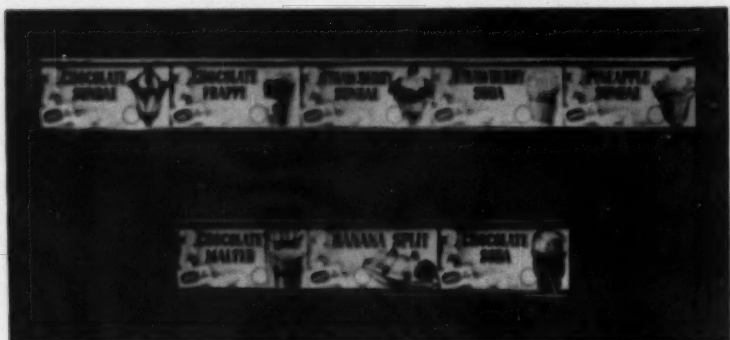
® "POPSICLE", "TWIN POPSICLE", "FUDGSICLE" and "CREAMSICLE" are registered trade marks of the Joe Lowe Corporation, N. Y., N. Y.

JOE LOWE CORPORATION

601 WEST 26th STREET • NEW YORK 1, NEW YORK
400 WEST OHIO ST. 2744 EAST 11TH ST. 100 STERLING ROAD
CHICAGO, ILL. LOS ANGELES, CALIF. TORONTO, ONTARIO, CANADA

SELLING





POINT-OF-SALE merchandising cards, measuring 7 by 14 inches and designed to fit into a chrome rail holder that extends to hold as many as five cards, have been made available by the Weiller Company of Philadelphia (illustrated at the left.) Below is a new plastic outdoor sign designed by the Mulholland-Harper Company of Philadelphia. Top and bottom panels are made of Plexiglas, affording excellent light transmission. The Jersey Maid sign measures 48" by 40".

THAT CRUCIAL MOMENT

BY HOWARD B. GRANT
Publisher, ICE CREAM FIELD



IT'S a hot afternoon in July and Mrs. Smith is shopping on Main Street with her two children in tow.

The sun beats down, her temperature and temper are going up. What a day for the beach! Or the cool shade of a maple tree. Ah, what she would give for . . .

"Mommie, we're hot, may we stop at the soda fountain?"

Pleasant thought. "Yes Mary, that sounds wonderful. Here's a drug store; let's go in."

What a relief, the store is air-conditioned. And good luck: there are three stools available at the counter. Now, let's see, what to have? Mrs. Smith glances up and down the fountain. She tides her hair in the mirror. The sign there says, "Enjoy a cool cola—only 5c." The menu says, "Ice cream sodas—any flavor 20c." Quick arithmetic: Three ice cream sodas cost 60c. Three colas cost 15c.

"Oh Miss, we'll all have colas please, with plenty of ice."

How many times does that happen in your retailer outlets? How much gallonage do you lose—how much profit does the retailer lose when a potential 20c ice cream sale

dissolves into a 5c cola sale? Think about it, even though it hurts.

Mrs. Smith and her two children entered a store seeking refreshment. Admit that she was undecided and, consciously or not, she would accept a good suggestion at the crucial moment of decision.

What actually happened seems simple to figure out. Perhaps she was not disposed to spend 60c when she could get by for 15c in refreshments. But even more pertinent to the situation was the fact that the soft drink firm had captured her attention with a picture of a girl, cool and composed, sipping a refreshing looking soft drink. Let's face it, that sale was clinched by a picture with a suggestion of pleasure.

Of course we know the answer. The heat plus outdoor advertising brought to the retailer a ready-to-spend customer. The weakness of our point-of-purchase displays or the superiority of the cola firm's advertising lost three excellent ice cream customers.

This differential assumes added seriousness because of
(Continued on page 44)

FULTON



FULTON ENGINEERING CO.

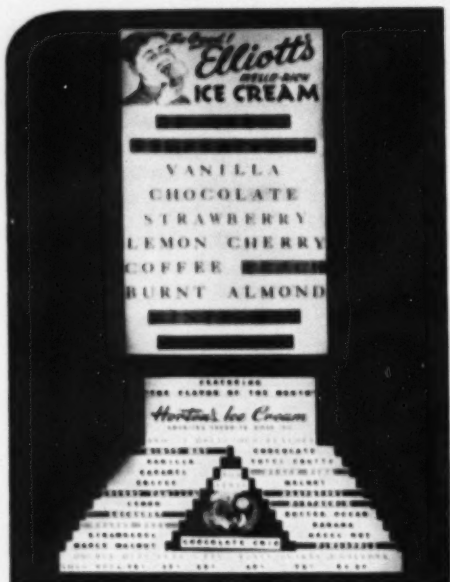
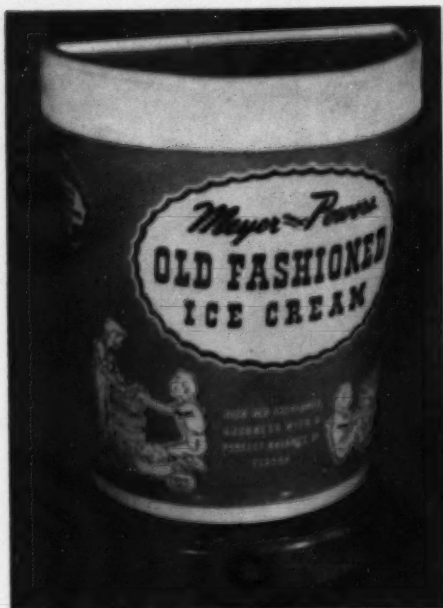
37-25 Vernon Boulevard • Long Island City 1, N. Y. • Ironsides 6-7678

Established 1922

Point-of-Purchase Pointers

BY ARTHUR H. MOTLEY

*President and Publisher
Parade Publications, Inc.*



TWO METHODS of effective point-of-sale advertising are illustrated above. In the top photo is a counter display created by Neon Products, Inc. of Lima, Ohio. This "Specialine" flasher sign is made of formed Plexiglas and is mounted on a natural wood base. Below are two flavor boards designed by Dejama Eastern Corporation of Gordonsville, Virginia. Each flavor is identified by a distinctive color. The boards can be "hidden" mounted or hung from any surface without tools, screws or marring of surfaces. They are made of Dow Styron plastic. Letters are replaceable.

FOR thirty years I have been selling, more or less successfully, in a number of different fields. I am still no expert with all the answers, but I have learned one or two fundamental facts and I would like to discuss a couple of them with you.

I have learned that point-of-purchase material is neither efficient nor economical unless it is backed up by good advertising and good selling. I have also learned that good advertising and good selling become infinitely better and more efficient when supported with point-of-purchase material.

Nothing has demonstrated this for me as much as an old, old story—a story which smart sales managers are still using to dramatize the moral for their field forces. It is the story of a man who broke a shoelace one morning and said to himself, "I must buy some shoelaces." Of course he didn't even though he passed a dozen shoe stores in the next two days.

He got the shoelaces as he sat in a shoeshine parlor. The shoeshine boy said, "Your shoelace is broken, mister. How about me putting in a new pair?"

Good advertising and good selling break the shoelaces in the minds of America, supplying the buying impulse, but it takes a point-of-purchase shoeshine boy to supply the action that makes the sale.

One of the first things to be done in the interests of more effective and more widespread use of point-of-purchase material is to create a fuller and more complete understanding of what point-of-sale displays really are. I think their present definition is too narrow, and I am reminded of one of the earliest sales jobs I ever had.

I answered a recruiting ad in a Minneapolis newspaper. This was back in my home town days. The ad stated that a bright young man was wanted to go into business for himself. "Make a lot of money! All you need is \$24.95!" Well, I was a bright young man; I certainly wanted to make money; the idea of going into business for myself appealed to me and, fortunately, I had \$24.95.

So I rushed down to the Phoenix Building and laid my money on the counter. A fellow behind the counter

*Plus fin qu'un autre
...pas plus fin que tous les autres **



*ROUGH TRANSLATION:
YOU CAN'T FOOL MANY
OF THE PEOPLE
MUCH OF THE TIME

François, duc de la Rochefoucauld (1613-1680), was nobody's fool by a long shot and consistently bet on the Real Thing to win widest popular appeal.

Everybody Goes For The Real Thing... U-cop-co's Pure Food Value Insures Your Products Appeal

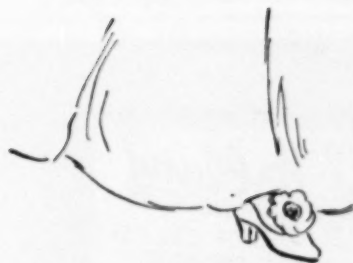
Beyond compare—good body and texture with a most desirable "chewiness"—flavor true and unmasked—smooth, creamy melt down—these are qualities that come from a stabilizer that adds real character, as well as Pure Food Value to your finished product of ice cream.

1. Ready solubility.
2. Imparts desirable chewiness.
3. Produces superior body and texture.
4. Low bacteria—no added preservatives.
5. Works to an equal advantage in aged or unaged mixes.
6. Absolute uniformity, barrel after barrel.

Made with care by Gelatine folk who possess the know-how.

U-cop-co Pure Food Gelatines are "tailor-made" to suit individual needs. Let us discuss in detail your particular stabilizer problems. There is a U-cop-co Pure Food Gelatine to solve them to a T. Why not call us today?

United Chemical & Organic Products—a division of Wilson & Co., Inc.
4100 S. Ashland Ave., Chicago 9, Ill.



U-cop-co
Gelatine

ANOTHER WILSON QUALITY PRODUCT



- POLYCOID "B"
- MIXACOID
- ATMOS

**for Making
Quality Ice Cream**

This article is based on a talk given during the Point-of-Purchase Advertising Institute's Fourth Annual Symposium Luncheon, held recently at the Hotel Waldorf-Astoria in New York City.

showed a cardboard suitcase full of brushes at me and I was a brush salesman. I was in business!

I went up and down the streets of Minneapolis, ringing doorbells and getting screen doors slammed in my face. I took such a lot of guff from indignant housewives that I soon became convinced that nobody needed brushes and that nobody liked "Red" Motley.

At the end of three months I quit—a failure. It wasn't until years later that I realized there was nothing wrong with that line. The quality of those brushes was good and the price was right. It wasn't that housewives didn't need them. They did. It wasn't that people disliked me personally. They didn't. It was just that nobody had taught me "how to" sell those brushes—"how to" do that job.

One of the greatest weaknesses in that operation then was the fact that they didn't have any point-of-purchase display material. The salesman could not adequately identify himself until he got into the prospect's home and got his kit of brushes open so that Mrs. Prospect could see what it was that he was selling. I don't suppose the average business man considered something they did do as a point-of-sale display, but it was and it worked. The company gave each of its salesmen a little brush which could be carried in the hand and given to Mrs. Prospect at the front door.

Was it given to her to make her feel good because she got something for nothing? Yes, but equally important, it let her see visually what it was the salesman was selling. It also served to remind her, in the same way a counter display or a window display reminded her, of a need she had felt for some time but hadn't gotten around to filling. For this door-to-door business they have printed a beautiful

(Continued on page 78)

SPOTLIGHT ON ice cream manufacturer's signature or on his package or on both can be focused with the electric sign pictured below. A product of Mirro-Products Company, High Point, North Carolina, the illustrated model measures 16 by 8 inches.



What factors affect freezing time, whipping time and overrun

Efficiency—so important in so many things—is also important in making ice cream. Remember, freezing the mix is an important step in the manufacture of ice cream. In the ice cream freezer, two things occur:

1. Part of the water in the mix is frozen.
2. Air is incorporated, that is, overrun is obtained.

The mix is partially frozen by contact with the inside surface of the freezer barrel which is refrigerated. This frozen mix is removed as a very thin film by the scraper blades attached to the scraper-dasher assembly. The revolving action of the scraper-dasher assembly tends to aerate the mix and air is incorporated to provide the desired overrun.

Freezing time

It is important to remember that the freezing time is dependent upon such factors as the efficiency of the freezer, the amount of refrigeration available and the composition of the mix.

Stabilizers (like Swift's Gelox) slightly reduce total freezing time

The action of the stabilizer in reducing the freezing time is not fully understood; however, it is an accepted fact in the ice cream industry. This speed-up in freezing time has two obvious advantages:

1. Economy—mix in freezer less time.
2. Quality—ice cream has smoother texture.

Whipping time and overrun

The type of freezer used has a great deal to do with the whipping time.



1. Overrun is produced relatively slowly in batch freezers. Mono and diglycerides will help get the desired overrun more quickly and, therefore, are of great value.
2. In continuous freezers, overrun is obtained more quickly.

The stabilizer is an important factor affecting both whipping time and the maximum amount of overrun obtainable.

When frozen in batch freezers, ice cream mixes containing stabilizers (such as Swift's Gelox) which include mono and diglycerides, can be:

1. Whipped to a higher overrun.
2. Whipped to the desired overrun in shorter time.

The saving in whipping time frequently amounts to as much as 25%.

Swift could, of course, easily produce ice cream stabilizers that would whip faster than our present types by changing the ratio of ingredients. However, such a change would disrupt the balance of our stabilizer. The stabilizers are so balanced as to reduce the time required in the freezer to a minimum consistent with the production of the highest quality ice cream from the standpoint of body and texture.

Gelox

Swift & Company's Gelox is a balanced stabilizer for ice cream. It speeds up both whipping and freezing time. Smaller air cells are noted in the frozen ice cream structure when Gelox is used. This lends to a uniformly small crystal formation which results in a desirably smooth texture. When Gelox is used, freezer temperatures may be reduced 1 to 1.5°F. in both batch and continuous freezers. Lower drawing temperatures result in a drier ice cream with better textures.



These are a few reasons why hundreds of ice cream manufacturers prefer Gelox. They say it gives their ice cream a distinctive, strong body and an extra smooth texture. Gelox mixes require no aging—result in a low viscosity for maximum ease of handling and economy of processing.

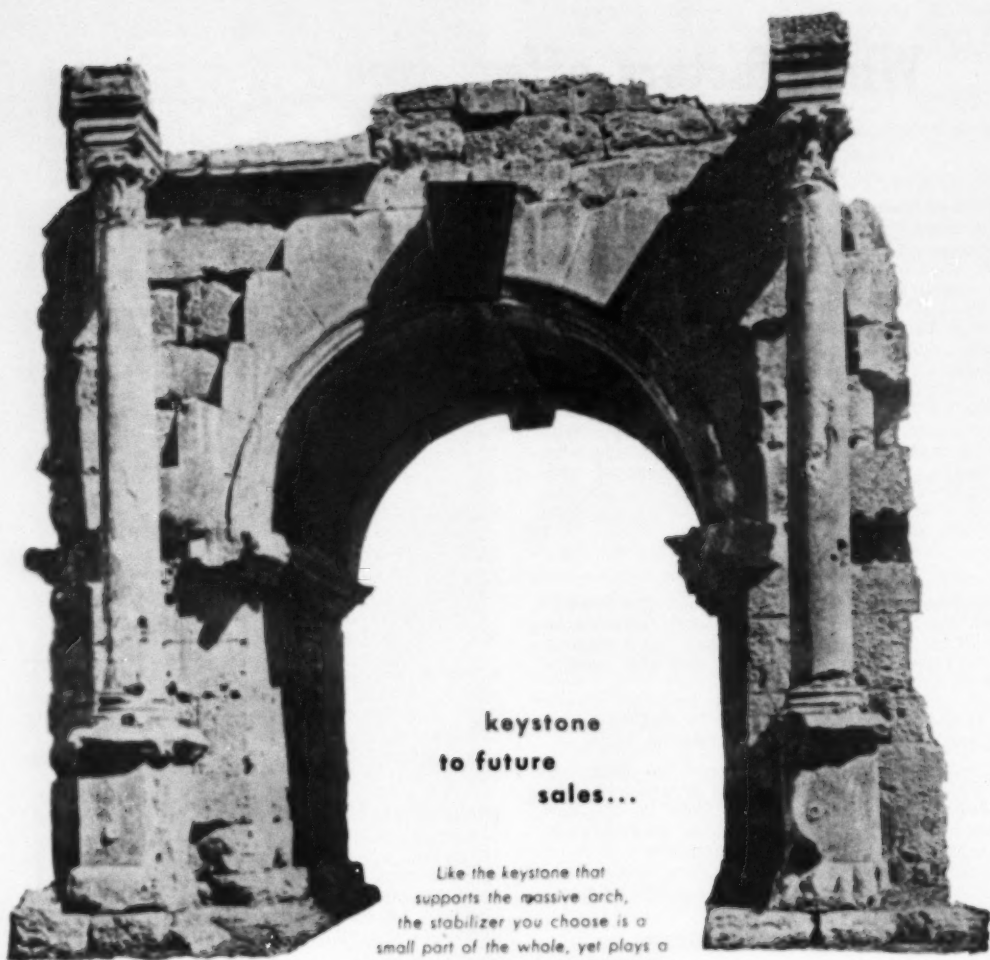
Order a trial shipment at the quantity price for test in your own plant. If not satisfied, you may return the unused product for credit at our expense.

Swift & Company

Stabilizer Department

CHICAGO 9, ILLINOIS

Makers of Gelox, Vestirine, and
Vel-o-teen Ice Cream and Sherbet
Stabilizers and Velvatex food gelatin



**keystone
to future
sales...**

Like the keystone that supports the massive arch, the stabilizer you choose is a small part of the whole, yet plays a tremendously important role. For the future sales of your ice cream depend, in great measure, on your stabilizer's performance.

You can confidently rely on SPA* gelatine to dependably exert maximum influence in keeping your ice cream's texture ice-free, its ingredients smoothly and uniformly blended, and in facilitating the bursting forth of the flavors you use.

SPA* is so ideally suited to the needs, processes and problems of ice cream manufacture only because it is a new and vastly superior English gelatine, perfected by a new and unique process to perform but one function—to stabilize ice cream. Yet, though painstakingly prepared to meet the specific needs of the ice cream industry, SPA* is less costly than ordinary gelatines.

Judge SPA's superiority for yourself in your own mix. Write for a generous sample and information.



B. YOUNG & COMPANY of AMERICA Ltd.
20 EXCHANGE PLACE, NEW YORK 5, N. Y.

Famous as makers of fine English gelatines since 1818

TO HELP ice cream manufacturers supplement their supply of point-of-sale material, the Display Equipment Company has introduced its "Sign-press" show card and poster machine with which advertising notices up to 14 by 22 inches may be printed. Produced in a variety of models, each machine's overall length is 28 inches.



Point-of-Sale Ads Called Best

CLOSE to half of the nation's ice cream manufacturers polled by the Institute of Ice Cream Opinion within the last few months have expressed themselves as favoring point-of-sale advertising over any other means of publicizing their products.

This was disclosed with the announcement by the Institute of the completion of another in a series of research programs that were inaugurated in 1939.

Point-of-purchase advertising was preferred by forty-seven per cent of ice cream manufacturers polled. Second preference was newspaper advertising; twenty per cent of those surveyed considered this advertising medium the most effective to acquaint consumers with their products. Roughly ten per cent of the manufacturers believed radio to be their most valuable method of reaching the public.

Other advertising media received mention by manufacturers as most suitable for their particular area and/or clientele. These included television, pamphlets, billboards,

telephone, theatres, and even personal contact. Including those manufacturers who used various advertising techniques but who could not decide on a single favorite, this group comprised the remaining total of twenty-three per cent of the manufacturers included in the survey.

As a matter of record, the Institute reported that most of the ice cream manufacturers surveyed used more than one advertising medium to bring their products before the public eye.

Point-of-sale advertising again leads the way, as eighty per cent of the ice cream manufacturers stated that they used this technique to attract attention to their brand name. Newspaper advertising was employed by seventy-four per cent of the manufacturers polled. Radio advertising was listed by fifty-two per cent of the respondents as one of the techniques used to focus attention on their ice cream. As many as thirty-six per cent of the manufacturers use pamphlets as an advertising medium, the Institute pointed out.

Other media found effective by the ice cream manufacturers, with the percentage of respondents who use them include billboards (twenty-six per cent), television (ten per cent), and theatre and telephone (both less than one per cent).

The Institute of Ice Cream Opinion is an independent research organization that has been studying and reporting on conditions in the ice cream industry since May, 1939. It is supported and financed by funds contributed by ICE CREAM FIELD.



DRY STOP Merchandiser that draws attention to ice cream cabinet and the products therein has been developed by the J. E. Culver Company of Minneapolis. It is pictured at the left as installed in Buck & Gene's Supermarket in Minneapolis.

BROWN'S

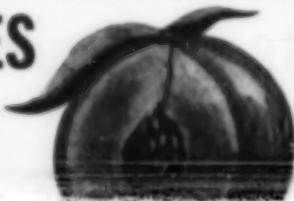
Select

FRESH FROZEN FRUITS

Picked at the "PEAR OF RIPENESS" and processed under the most exacting laboratory control—with pure granulated sugar to assure top quality dry pack. ALL BROWN'S FRUITS ARE GUARANTEED.

PEACHES

Luscious fruit with that "fresh from the tree flavor" sealed in by quick freezing. No flavor loss by cooking — just fresh ripe fruit with sugar and acids.



The Window That Sells

WINDOW dominations—that will do just that: "dominate" the biggest window of a drug store or other retail ice cream stores—are being made available to manufacturers by the Pangburn Company of Fort Worth, Texas, makers of ice cream nut brittle flavors.

In developing the dominations program, Pangburn was looking for:

1. A method which would permit a manufacturer to plan and time his production and advertising for an entire season of seven months.
2. A media through which his manufacturer could dominate the most popular advertising spot in the dealer's store—his front window.
3. A program that would fit right into the manufacturer's production schedule regardless of other flavors or programs he is running.

On-the-Spot Ads Score!

New, Tempting
FROZEN Treat



BROWN'S Select FRESH FROZEN

FRUITS

Picked at the "PEAK OF RIPENESS" and processed under the most exacting laboratory control—with pure granulated sugar to assure top quality dry pack. ALL BROWN'S FRUITS ARE GUARANTEED.

PEACHES

Luscious fruit with that "fresh from the trees flavor" sealed in by quick freezing. No flavor loss by cooking — just fresh ripe fruit with sugar and ascorbic acid (Vitamin C) added. Available in the following varieties: White Belle or Yellow Elberta — halved, sliced, diced or puréed—in 50 pound tins or 10 pound slabs.



STRAWBERRIES

"Grade A" berries with that "fresh picked" flavor, quick frozen in our spotless, completely stainless steel equipped plant. Expert help under constant critical supervision assures minimum moisture content and yeast mold and bacteria count. Whole or sliced in 50 pound cans or 10 pound slabs.



We also feature Fresh Frozen diced Bananas, Red and Black Raspberries and these outstanding purées, Apricot, Bing Cherry, Red and Black Raspberry. Also Allen's Oregon State Royal Bing Cherry Halves and Red Maraschino Type Cherries dry pack in 50 pound cans . . . Orange, Lemon and Lime Ice Bases made from fresh fruit in 1½ gallon cans used for ices and sherbets.

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2. A media through which the manufacturer could dominate the most popular advertising spot in the dealer's store—his front window.
3. A program that would fit right into the manufacturer's production schedule regardless of other flavors or programs he is running.
4. Quality display advertising that when bought in big volume could be made available to manufacturers on a cooperative basis at low cost.

"And we have accomplished all of these purposes in our dominations program," Frank Dark, Sales Manager of the firm's ice cream brittle division, reports.

Domination manuals or catalogs, complete with the seven displays, with the manufacturer's name on the cover, are available for salesman calling on the retail trade.

Flavors featured in the seven-month campaign are: Lemon Flake, Pecan Crunch, Chocolate Chip, Almond Toffee, Texas Pecan, Butter Scotch Filbert, and Peppermint Flake.



WINDOW DOMINATIONS similar to the one illustrated here have been developed by the Pangburn Company of Fort Worth, Texas, to support a seven-month campaign featuring a different flavor each month.

New, Tempting
FROZEN Treat....

Tropical





CAKE ROLL

Page 100

Copyright Newly Wade Baking Co.

PROVEN METHOD applied **NEW WAY**
brings **BIGGER Ice Cream PROFITS!**

HOW TO MAKE THE FACT THAT . . .

VARIETY OF FLAVORS INCREASES SALES ...PAY YOU MORE!

*Cakes that go good with each Ice Cream Flavor

CHOCOLATE CAKE { Vanilla
with . . . { Strawberry
Banana

VANILLA CAKE { Strawberry
with . . . { Peach
Black Raspberry
Cherry
Banana

MACAROON CAKE { Any Sherbet
with . . . { or Ice Cream
(Tropical)

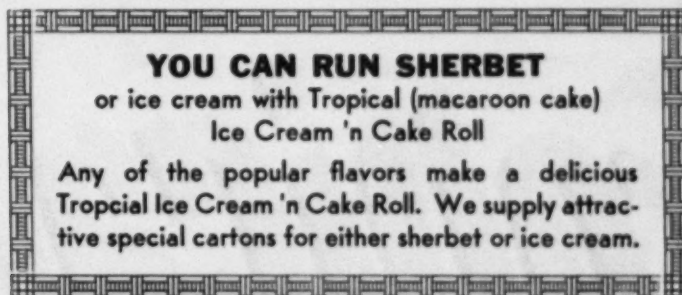
Every ice cream manufacturer knows that offering "variety" in the form of assorted flavors in pints and a "special flavor of the month", increases business! Today many plants - applying that same "variety principle" to Ice Cream 'n Cake Roll - are reaping additional extra profits!

Do likewise. Always feature 2 flavors - a timely special flavor *Ice Cream 'n Cake Roll AND the year-round, standard roll (chocolate cake with vanilla ice cream). This way, you can meet the "variety-competition" of other popular desserts all of which, from pies to gelatine, are sold in a variety of flavors. You'll be amazed at your increase in gallonage and profits!

it's easy to run a **SPECIAL** ice cream 'n cake roll

We bake cakes for every "Special" - to go with every flavor of ice cream or sherbet. (We're baking them continuously for 1,500 ice cream plants.) Note the list of cake roll combinations that you can make. You can run "specials" on same equipment you use for your standard chocolate-vanilla Ice Cream 'n Cake Rolls. All cakes are standard size and make six 4" rolls.

Window streamers, (like one printed on reverse of this sheet) for this "special" promotion, are available without charge! Colorful cartons for 4" Cake Rolls - designed to tie in with this "special" promotion - are available for immediate shipment at \$24 per thousand, f.o.b. Chicago, packed 400 to the box. You can order as few as 400 for a test run.



Our representatives will gladly help you get started if you are not making Ice Cream 'n Cake Rolls now - and show you how you can get extra volume through these "Specials". Write or phone today for complete information.

NEWLY WEDS BAKING CO.

206 East 25th Street

Chicago 16, Illinois

CAIumet 8-0705

36

On-the-Spot Ads Score!



GETTING TO first base with an ice cream promotion was effectively demonstrated by the Deauville Ice Cream Company with the aid of Gil Hodges, Brooklyn Dodger ball player,

who displays the firm's new Rainbow Roll in the photograph above. More than 300 Flatbush youngsters were on hand to greet their favorite first baseman and most of them

bought a lot of ice cream to mark the occasion. Note the extensive point-of-sale material utilized by this Deauville dealer to promote Deauville products.

PPOINT-OF-SALE advertising and merchandising contributed significantly to one of the most successful promotions ever sponsored by the Deauville Ice Cream Company of Brooklyn, New York.

To introduce its new Rainbow Roll, consisting of three flavors of ice cream packaged by a process and in a container developed by the Continental Can Company, the Brooklyn organization offered consumers a free jar of sundae topping with each Rainbow Roll purchase.

Results described by Harold Miller, Advertising Manager for Deauville, were nothing short of phenomenal. "A conservative estimate," he noted, "would place the increase in sales at twice the normal figure." He reported also that in some of the New Jersey outlets supplied by his firm, ice cream sales had quadrupled as a direct result of the tie-in with the toppings.

The toppings offered in the promotion were the six-ounce jars of "Sundaettes," manufactured by the Max Ams-H. Barons Division of Airling Foods Corporation,

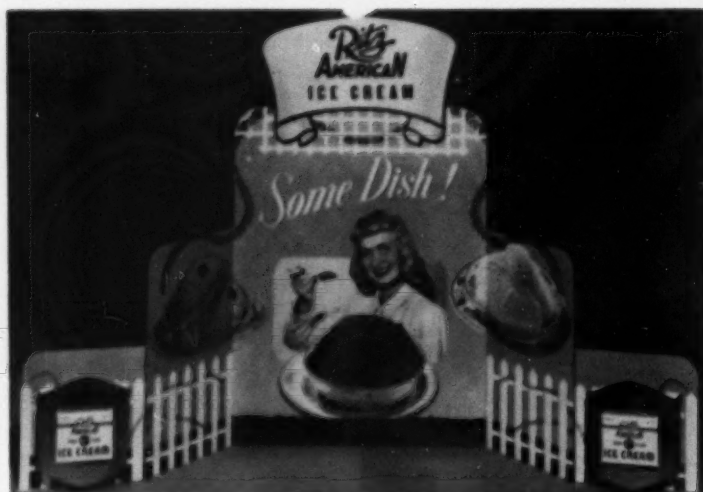
Linden, New Jersey. Consumers had their choice of chocolate, butterscotch or pineapple flavors. The toppings were valued at twenty cents in point-of-sale material and many persons were attracted therefore by the low price of fifty-five cents for both the Rainbow Roll and the Sundaettes."

The campaign began early in May and lasted for two months. Such was the impetus to sales provided by the tie-in, that it is planned to launch a new promotion in the near future in which quarts and half-gallons of ice cream will be featured along with the free sundae toppings.

Point-of-sale advertising was used exclusively to publicize the campaign. Displays of all kinds were utilized. One of the most effective was a Masonite replica of the Deauville package that stood four feet high. This was the focal point of an original window display that caught the eye of many passers-by.

Another successful technique employed by Deauville

(Continued on page 77)



"THREE-STEP" display designed by G. P. Gundlach & Company is ideal for windows and is often used to great advantage inside the store. Size of this attractive point-of-sale piece is thirty-seven inches. Note the "package glorifiers" utilizing actual cartons of the ice cream manufacturer.

BY C. W. ESMOND
G. P. Gundlach & Company
Cincinnati, Ohio

POWER OF SUGGESTION

THE thirty years we have devoted to merchandising ice cream have given Mr. Gundlach and myself some experiences with point-of-sale advertising that we are glad to share with the readers of ICE CREAM FIELD.

We are constantly asked: "What proportion of the advertising budget should be devoted to point-of-sale advertising?"

Our experience is that, if the budget is small, practically all of it should be devoted to point-of-sale effort. The point-of-sale advertising dollars go farther; produce more visible, tangible results per dollar than when used in any other direction.

In normal ice cream merchandising, where there is a budget of, let us say, three per cent of sales, it is wise to invest approximately fifty per cent of the total budget at the point of sale. The remaining fifty per cent may be wisely invested in support advertising, such as newspaper space and radio commercials.

To get the greatest return from this support advertising, dealers should be kept constantly conscious of it; should be supplied with proofs of newspaper ads to display in

(Continued on page 56)



A "BIG 3" Says it's a
BIG 4th
OR BETTER!



Fenn's
GROUND

Butter Brickle*

CANDY ICE CREAM FLAVORING

GREAT GALLONAGE and PROFIT BUILDER

**MAKE 30 GAL. TRIAL RUN
AT OUR RISK!**

As three leading Ice Cream manufacturers tell you, BUTTER BRICKLE® Candy Ice Cream Flavoring is no "Flash-in-the-pan"—no "in-and-out"—it's right up there with the three big flavor leaders month after month, year after year! That's the story wherever BUTTER BRICKLE® has been given

a fair trial—not just as a month's special, but as a year 'round standard flavor. Our files are full of Ice Cream manufacturers' letters that say so—like those above!

So confident are we that you, too, will find BUTTER BRICKLE® Candy Ice Cream Flavoring a big volume builder and all-year, standard flavor money maker that we invite you to make a 30-gallon Ice Cream test run at our risk. Simply fill and mail the coupon below for a 10-pound trial can of BUTTER BRICKLE® Candy Ice Cream Flavoring. Make a 30-gallon trial run—enough to test acceptance in your market. If not entirely assured that this flavor can become a profit builder for you, write us to that effect and the \$5.50 you have paid for BUTTER BRICKLE® will be quickly and cheerfully refunded. Fill and mail the coupon NOW!

**"MADE BY ICE CREAM MAKERS
FOR ICE CREAM MAKERS"**

*BUTTER BRICKLE is the exclusive Trade Mark of Fenn Bros., Inc. ®



**MAIL COUPON
FOR 10 LBS.—
ENOUGH FOR
30 GALLON
TRIAL RUN**

FENN BROS., INC., Sioux Falls, South Dakota
Please ship one 10-pound can of FENN'S Ground BUTTER BRICKLE® Candy Ice Cream Flavoring on money back guarantee. Price 53¢ per pound, F.O.B. Sioux Falls, S.D.

FIRM _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____
BY _____ Title _____

NOTE: Regular 27 pound cans of BUTTER BRICKLE sell for 48¢ per pound, F.O.B. Sioux Falls. On orders for 4 cans (108 lbs.) or more, freight will be prepaid to any point in the U. S.

SATISFACTION...OR MONEY BACK

C-7

1 "Our records show that in the Omaha market and in the State of Nebraska, BUTTER BRICKLE® is the fourth largest seller we have."

—Fairmont Foods Company,
Omaha, Neb.
G. Vergil Rector, Vice-President

2 "For the past several years BUTTER BRICKLE® has been a regular number . . . and during February, May and October has ranked third in all the flavors manufactured by us."

—Potter Ice Cream Co.,
Waterloo, Iowa
L. T. Potter

3 "A recent check of our sales shows that this popular flavor (BUTTER BRICKLE®) has not been below fourth place during the past six years."

—Kemps Ice Cream Co.,
Minneapolis, Minn.
David C. Ramsay



In-Store Signs Promote Sherbet

WINDOW DISPLAY used by Quality Chekd during sherbet promotion is animated, allowing for spotlighting of various tempting sherbet dishes in center of display (see below). Striking counter display picture at top of page measures 26½ inches high by 17½ inches wide.



SHERBET is being promoted heavily during the peak selling months of June, July and August by all members of the Quality Chekd Ice Cream Association, according to Harlie F. Zimmerman, association managing director.

"We feel that the time is right for sherbet to make a comeback after the footballing it got during the war years," he said. "Certainly it is a good profit item for the manufacturer and a very wholesome item for the consumer, particularly good in hot summer weather.

Extensive Advertising

"Too many of us in the industry just pushed sherbet at the consumer during the war when we could not give him enough ice cream. The effect was to lower still further consumer acceptance for this product which has always run behind ice cream in popularity. However, properly promoted, sherbet should prove a profitable and increasingly popular item," he said.

Quality Chekd is replacing ice cream monthly feature items with sherbet promotion for the three summer months. Full color point-of-purchase material, newspaper ads, radio spot announcements and animated window displays are being used to advertise Quality Chekd sherbet (see accompanying illustrations).



A *Change* FOR THE BETTER

The ordinary barometer goes up and down; when it is going up, it foretells a change for the better.

If there were such a thing as a Vanilla barometer, the one here at Vanilla Laboratories would always be going up. For we believe the only reason any Vanilla user should change from one Vanilla to another is because such a change will benefit his product.

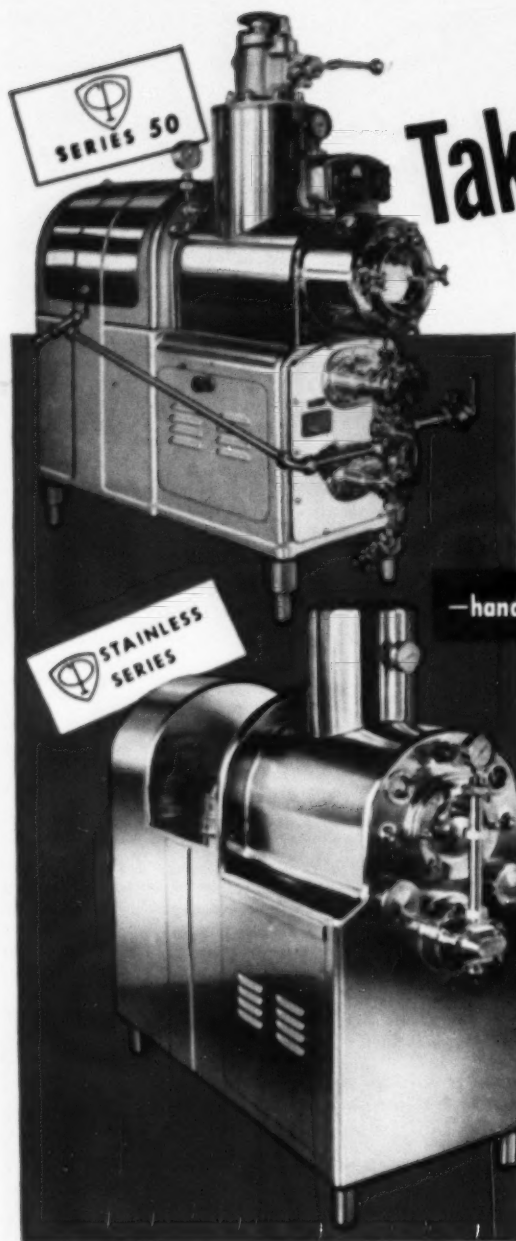
Experience has convinced our experts that there is only one right Vanilla for any given product. To find it, they study results while working with Pures, Blends, Concentrates, Powders and various combinations of two or more.

So when they make any recommendation for a change, you may be sure it is a change for the better, whether or not the Vanilla recommended costs less or more than the Vanilla previously used.

If you are not positive the Vanilla you are now using is contributing the utmost to the sale of your product, our experts will make a study and give their recommendation without obligation.

Vanilla Laboratories, Inc.
Rochester, N.Y.

PURES
BLENDS
CONCENTRATES
POWDERS



Take Your Choice!

2 GREAT CONTINUOUS FREEZERS

—handle a wide variety of mixes, sherbets or ices.

Both with CP's "KING-SIZE" cylinder—

- Large diameter cylinder (8") provides greater refrigerated area—maintains peak performance.
- Large diameter facilitates cleaning.
- Hard chrome-plated surface minimizes wear.

Both with either Square or new Series 50 Round Dasher

- Slow-Speed action of CP Dashers produces desired stiffness and smooth meltdown—without over-whipping.

Both with CP "Level-Edge" Stainless Steel Blades—Specially Hardened

- New wider blades permit accurate alignment for better scraping—higher refrigeration efficiency—firm bodied ice cream.
- Specially hardened blades require less maintenance—give more uniform results—cut costs and improve product quality.

Whether you choose the new CP Series 50 Freezer or the deluxe CP Stainless Series Freezer, you'll get an outstanding value in performance and quality. Ask your CP representative for complete information on these great Continuous Freezers that can help you to gain greater profits!



THE Creamery Package MFG. COMPANY

General and Export Offices: 1243 W. Washington Blvd., Chicago 7, Illinois

Atlanta • Boston • Buffalo • Chicago • Dallas • Denver • Houston • Kansas City, Mo. • Los Angeles
Minneapolis • Nashville • New York • Omaha • Philadelphia • Portland, Ore. • St. Louis
Salt Lake City • San Francisco • Seattle • Toledo, Ohio • Waterloo, Ia.

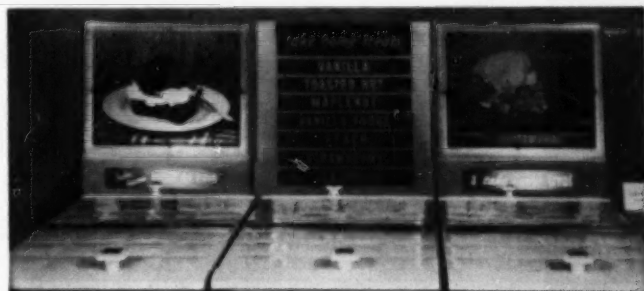
CREAMERY PACKAGE MFG. CO. OF CANADA, LTD.
267 King St., West, Toronto 2, Ontario

THE CREAMERY PACKAGE MFG. COMPANY, LTD.
Avery House, Clerkenwell Green, London, England

"MEET YOUR COMPETITION"

Dairy Industries
Exposition
Atlantic City
Oct. 16-21, 1950

TWO-WAY DISPLAY CAN PAY



VERSATILE MERCHANDISING device, for use at the point-of-sale, is pictured here. Above, the "Pix-Liter Merchandiser" serves as a back bar sales message. Below, the same unit doubles as an ice cream cabinet superstructure. In both cases, attachment is effected in a few moments by the use of suction cup grippers.

THROUGH the years, certain ice cream manufacturing firms have established reputations for being leaders in the field of merchandising. These are the companies that devote themselves to producing fine ice cream and to bringing their product to the consumers' attention. These are the firms for whom quality plus merchandising has proven to be an unquestionable success formula.

It's no wonder, then, that when a new merchandising device is introduced, such alert organizations as the Golden Quality Ice Cream Company of Plymouth, Pennsylvania; the Richman Ice Cream Company of Sharptown, New Jersey; and Hendrie's Ice Cream Company of Milton, Massachusetts are going to be among the first to investigate. And in the case of the "Pix-Liter Merchandiser," they found a point-of-purchase instrument that is facilitating the maintenance of in-store merchandising displays and is serving to induce impulse sales.

The merchandiser, as developed by Wm. Melish Harris Associates of New York City, is a double-duty unit that can be used as a cabinet superstructure or it can be attached to back bar mirrors by means of suction cup grippers. The innovation comes "ready-to-use" for either purpose (see accompanying illustrations).

Each "Pix-Liter Merchandiser" includes two full-color, backlighted "Plastikolor-Pix" photographs and a complete flavor board. The pictures and strips are changeable, and

provide point-of-purchase suggestions for both fountain and home consumption. A handy storage compartment behind the flavor panel accommodates extra "Plastikolor-Pix" and strips—no matter in what position the merchandiser is placed.

The "Pix-Liter Merchandiser" itself is made of enameled steel to match standard ice cream cabinets. The pictures are framed in lighted crystal plastic which enhances eye-appeal and also creates the illusion of greater display area.

A variation on this merchandising formula is the original single "Pix-Liter" which contains one subject and is useful for back bar or snack bar displays. A wide selection of these versatile display pictures are available from stock.

topic of the month

**Next Month:
PACKAGING**

That Crucial Moment

from page 26

the price structure of the two competitive products. If ice cream sodas cost two or three times as much as cola drinks, then ice cream's supporting point-of-purchase advertising must be two or three times as effective as the material used to stimulate cola sales. This is logic born of necessity.

Facts prove that three out of four decisions are made right at the point of sale. That is where your signs, strips, flavorboards, decals or dominations become all-important to stimulate unplanned purchases. Surely we use point-of-sale material, but do we use it properly or with telling effect? Are we at fault in scattering a few display signs or cards around the retail stores? Are we guilty of selecting

displays which glorify our company name to satisfy pride and ego, rather than signs that will stimulate more consumption of Ice Cream?

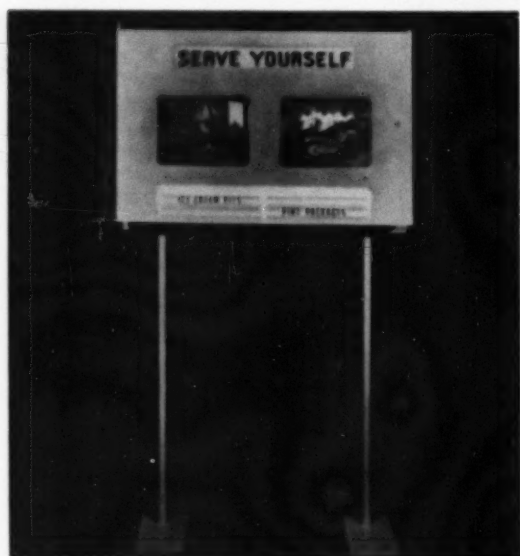
The good dealer appreciates the value of effective point-of-purchase display. He sees it, his clerks are influenced by it, and above all, the store customers are impressed by it. The cash register tells the dealer that good point-of-purchase material, properly displayed, puts money into his pocket. However, the job of selecting and placing the right kind of display material in every dealer outlet cannot be stressed too strongly. It is the ice cream manufacturer's responsibility to see that all dealers are adequately supplied with attractive displays. Above all, the material should be current, clean, and fresh.

Then again it is a well known fact that good display material too often gathers dust in the manufacturer's plant, never seeing the daylight of proper distribution and installation in retail stores. These factors of apathy and negligence are two of the stumbling blocks to overcome.

Surveys prove that point-of-purchase advertising is effective and does improve sales in stores. At the same time we know that sales fall off when displays are removed or allowed to become shabby or are placed in poor secondary positions in retail outlets. A lack of good displays means a definite loss in income. In impulse buying, the purchase is decided upon in the store with little or no advanced planning. We recognize that three out of four customers buy at least one item on impulse when shopping. It is even more important to recognize that fully sixty-six percent of the impulse items were on display or their sales story was told strategically through sales-clincher displays.

The foundation for all advertising of ice cream is the point-of-purchase display. If that foundation is strong, benefits are proportionately received from all other phases of our advertising campaign.

That moment of wavering indecision when Mrs. Smith and her children are in the retail store is the crucial moment for the ice cream industry.



SUPERSTRUCTURES FOR attachment to all types of ice cream cabinets have been produced by the Middle West Sales Company of Chicago. Pictured above is the V. M. Jr., which measures 30 inches wide. It is made of twenty-gauge prime steel, and comes in a baked white enamel finish. It can be installed in five minutes, the manufacturer reports. Below is illustrated a point-of-purchase piece designed to stimulate increased home consumption of ice cream. Used extensively by the Borden Company, it was designed by S. J. Wolff and Company of New York City. It is a two-plane display and permits insertion of the actual ice cream carton (in various sizes) to create the illusion of ice cream being dipped from the carton.





Carnation Code Hinges on P-O-P

WHEN it comes to giving ice cream dealers a helping hand in their quest for profits, the Carnation Company of Los Angeles, California, ranks up among the leaders of the industry. The firm recognizes that as the dealer prospers, it prospers.

As an exponent of point-of-sale advertising, Carnation tries, therefore, to impress on its dealers the importance of this advertising medium. In its monthly publication, *The Mixer*, constant stress is placed on the power of suggestion.

Typical is the Summer edition recently issued to Carnation outlets, in which strawberry ice cream is in the spotlight. The ice cream is described as "second to none" because its "eye-catching appearance and taste-tempting popularity make it tops in sales appeal."

"Display It Prominently!"

This copy is followed by the suggestion that dealers draw attention to "this popular favorite" by writing attractive advertising posters and window streamers provided by Carnation.

"Display it (the ice cream) prominently in your ice cream cabinet," continues *The Mixer*. "At the fountain, use the menu clip-ons for a special promotion of the Fresh Strawberry Banana Royale. Give your customers sample tastes of this delicious ice cream, with the suggestion that they take home a quart (no more) to treat the family. Then . . . listen to the cash register ring!"

The accompanying illustration shows the point-of-purchase menu clip-on referred to above.

**ARE YOU MASKING THE FINE
FLAVOR OF**

Your Ice Cream?



Stabilizers, too, affect flavor.

**Choose yours with the same care
you select other ingredients**

Because of its own mild flavor and lower rate of usage, Krageleen will not mask the flavor of your ice cream. Krageleen helps produce just the right texture, enhances flavor, improves quality, protects your profit.

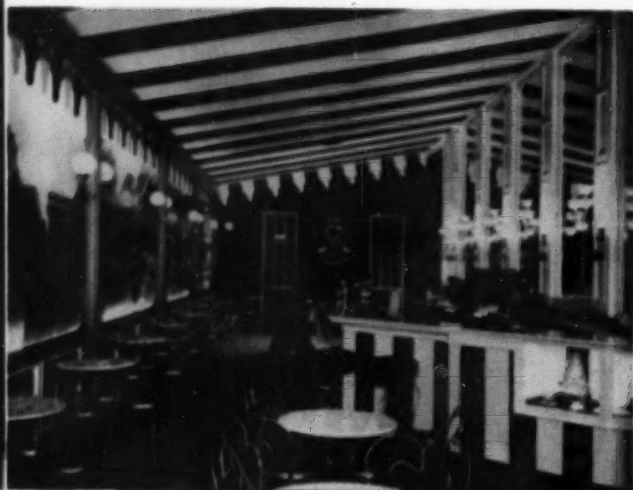
See for yourself why so many ice cream makers are switching to carrageenin-based Krageleen. Order a barrel today from Phenix Pabst-ett Company, Dept. K-21, 460 E. Illinois St., Chicago 90, Ill. And for helpful information on ice cream making, write for the booklet "Hot Tips on a Cold Subject."

KRAGELEEN

A finer vegetable stabilizer for ice cream

A KRAFT PRODUCT

Distributors: Phenix Pabst-ett Company



GLAMOR WITH YOUR SUNDAE



ICE cream is a glamor food for consumption in glamorous surroundings at the Wil Wright ice cream shops in four California communities. The prices too are glamorous—a quart sells for \$1.50—but they have not had a deterring influence on the success of the three smart business men who own and operate these ice cream emporiums.

First Shop In 1941

The story goes back to 1939 when Wil Wright, then a movie writer, was looking for a business that offered more security. In consultation with a friend and former school friend, Bill Walsh, the decision to open an ice cream store was formulated. Another friend, Mart Conley, joined them in their business venture, and on Valentine's Day in 1941, the trio opened their first shop on Santa Monica Boulevard in Hollywood.

While the store was equipped with only four tables which seated but sixteen persons, the decor was unique. Big red and white stripes covered the furniture, real, old-fashioned wire chairs and tables covered the floor space. A vogue was created, and in many other California ice cream stores, was copied.

High Fat Content

But not so the ice cream. An extremely high butterfat product was turned out—the average was twenty-four to twenty-six per cent. To most everyone's surprise—but not to the enterprising trio's—the first Wil Wright prospered.

Then came the World War II. Business was adjourned until May, 1946, when the three young men came out of the various armed services and opened a post-war shop on Hollywood's Sunset Boulevard. (See photograph at left, bottom.) It became an instantaneous success. Film makers, actors, and V.I.P.'s patronized the store in droves.

A year later, a factory was leased and a second store was opened in Beverly Hills. Seating capacity of this outlet was seventy, or forty-three more than their first store could accommodate. Still another Wil Wright emporium made its debut early in 1949; this one is located in Westwood, and can easily seat ninety people. The latest Wil Wright ice cream store opened for business in March of this year. Located on Vine Street's Radio Row, in the heart of Hollywood, this 105-seat store boasts a huge wall photomural of a Paris street, and has become a favorite meeting place of film and radio celebrities. (See photograph of

(Continued on page 54)



THE NEW Pure-Pak Ice Cream Packaging Machine

Here's good news for ice cream distributors. Ex-Cell-O is manufacturing equipment for automatically forming, filling and closing the fast-selling ice cream packages ranging from — 3.2 to 6-ounce capacity. These new market-tested packages have won immediate public acceptance for convenience and easy storage. Write today for information on machine and cartons.

Mail THIS COUPON
TODAY →
Pure-Pak Division
EX-CELL-O CORPORATION
DETROIT 32, MICH.

Pure-Pak Division—Ex-Cell-O Corporation . . . Detroit 32, Mich.

Yes . . . I am interested in the new Pure-Pak Model SP ice cream packaging machine for the following sizes:

☐ 3.2 oz. ☐ 4 oz. ☐ 5 oz. ☐ 6 oz.

NAME _____

CITY _____

ZONE _____

STATE _____



OUR GOAL [AND MORE] CAN BE REACHED!

BY IRVING C. REYNOLDS
*Franklin Ice Cream Company
Toledo, Ohio*

IN our own company we are thoughtfully and earnestly trying to serve the customers in Toledo and Cleveland areas at a level of prices and with such quality of product and service that we can and will make a steady gain in volume. There is so much more potential market in ice cream in all our areas that we could take for granted that, given the proper service and incentives, ice cream manufacturers and retailers could well continue to expand at a reasonably rapid rate. Not just because we have more potential customers in the growth of population, important as that is, but in the fact that ours is a product that can be made increasingly more attractive and available to the consumer.

Just think of the fact that the new refrigerators and home freezers have been made convenient storage places for our products in just the past few years!! Since the war some of the largest selling appliances of all have been in this field—literally millions of folks can keep ice cream at home conveniently and well, who just a few years ago would never have had the remotest possibility of keeping it more than a few hours. That is just one instance of what I mean when I emphasize the reality of increasing market.

Then, too, we are making ice cream more attractive in both flavor texture and in general quality than we did some years ago. Anyone who is not doing so is falling behind in

the procession. And there is better packaging, better advertising, better store displays, better stores, too.

We simply must not think of a limited market; we must on the other hand take for granted an immense potential in all our market areas. It is up to us to go in firmly and take the business on merit of product and service with vigorous promotional efforts.

Now for a sample of the promotions that I think might help: You men are here at a time we are having a re-opening of our very first Franklin Ice Cream store. We started business in a little blacksmith shop at 2216 Franklin Avenue here in Toledo nearly twenty-nine years ago. It was a modest beginning and we didn't have much money. As it looks to us now, we didn't have much courage, either. But we started retailing some ice cream. Our story is not one of unbroken successes, for we found within a year that we couldn't swing the ice cream business and the struggling little butter business we were developing at the same time. Our first attack of "Octoberitis" that you have heard me speak of so often over these years, was a severe one and our ice cream business suffered fatally. We closed the ice cream department and it remained closed for several years while we struggled with the other department's problems.

We opened up again in 1927 with a different idea. (The



Globe, Cerelose and Puritose are registered trade-marks of Corn Products Refining Company, New York, N. Y.

ICE CREAM manufacturers have found Puritose "high conversion" Corn Syrup gives superior results... is of consistently uniform high quality. In the manufacture of ices, sherbets and ice cream Cerelose has won much favor... produces a smooth product with a minimum of ice crystals.

Full technical service, no obligation

CORN PRODUCTS REFINING COMPANY, 17 BATTERY PLACE, NEW YORK 4, N. Y.

This article is based on an address given at the closing session of the Spring Conference of the National Association of Retail Ice Cream Manufacturers, held recently in Toledo, Ohio.

former ice cream business had had the magnificent total of ten ice and salt cabinets placed in wholesale stops). With the new opening we made the decision that we would be retailers of our product, and we are very happy after twenty-three years of retail operations, that we made that decision. Now, having developed several additional locations and built three manufacturing plants for our ice cream at other locations, we are still doing business at the original store and we have had to remodel it several times. Our current remodeling has been more extensive than anything we have done at this location previously.

But what I want to tell you about is the promotion we are just starting, to run for three days, at that remodeled store in a location we have used for all these years. We have adopted as our advertising slogan the theme that for three days we are going to remind folks of the "way back when" times, when values were different and we were introducing various of the familiar items of the ice cream line. The "rainbow" cone at a dime was an early favorite, but we were much more famous for the "double dip" cone at a nickel. So, for three days we are going to pile it on a cone with two good sized dips at a NICKEL. Similarly, we were famous in the early days for a big tub of malted milk for a dime—so we will get out a similar value at a dime for three days. In like fashion our prices on sodas: a dime; and pints of ice cream at 15c and quarts at 30c—just to remind folks in that neighborhood and all over Toledo, that Franklin has brought to them some fine items of ice cream and led in giving good values.

My theme here is, as you see, "tell 'em" and keep on telling them. I predict that the old original store will take a new lease on a larger and a better life than it ever had in the olden days—there are more customers with more of the ice cream habit, and more of them *as our friends* in that community where we started so very modestly twenty-five years ago.

I'm off on a bit of a tangent from what I intended to say. Obviously I do not care to burden you only with our local ideas. Let me expand them now a bit to include your territory and your conditions as I see them.

In your community labor costs in the cities and towns are still high, and perhaps are rising. So people have expected that costs of living might at least remain high if not in fact increase. BUT your costs for raw materials have been reduced from the post-war peak. Skipping the details as to which ingredients might be up a little or no lower, we all know that there is a surplus of milk products. That surplus means lower prices are obtainable. Let me point out that such conditions can prevail in only a few of the "soft goods" industries these days, and, that in so far as it applies to our business, we have a very real advantage, IT IS OUR DUTY to pass along to our customers some—probably I could have said ALL—of this saving.

Now, I'm enough of a farmer that I don't get any satisfaction out of farmer's prices being lower than industrial groups. I, therefore, wish to emphasize that this passing along of the values will eventually bring prices back into line—and I frankly hope so for the good of the entire economy. As long as this presents a favorable influence on our ice cream costs, however, we will be wise to work hard to promote educational sales by giving GOOD VALUES.

Can volume be increased substantially for the entire industry? I am a firm believer that we have only started in ice cream selling. Recently I kept an account of the use of ice cream by a family of three, with a few guests in during the week. In one week's time these three folks and their guests consumed AT HOME fully eight quarts of ice cream, and at least six servings away from home—say a total of nine quarts. At this rate these three folks account for 156 quarts each per year. Nothing unusual about it—and there are many who eat as much or more when it is readily available. But if only a fair percentage of the population consumed that much and the rest of them only an average share—it is not hard to visualize the billion gallons we talked about so assuredly a few years ago (and yet have failed to bring about). AND MUCH MORE!!!!

FOR
WATER ICES

WIS-ICS

FOR
ICE CREAM

INSTANTLY SOLUBLE STABILIZERS TO SPEED PRODUCTION AND PROFITS

See Amazing Results in Your Own Plant. Write, Wire or Phone:

360 Furman Street
Brooklyn 2, N. Y.

EXTRAX CO.

3594 Antisdale Avenue
Cleveland 18, Ohio

a new
way to
**INCREASE
HOME
GALLONAGE**



at last...the perfect household scoop!



KREEM[®] KING

makes every kitchen a soda fountain

Never before has Mrs. Housewife been able to own a MECHANICAL ice cream scoop for less than \$2.75. NOW...*You* can afford a mechanical scoop... as a self-liquidating premium... at a price well below 75¢ ...and INCREASE HOME GALLONAGE IN THE PROCESS.

Construction...

Scoop body of Monomax
heat-resistant plastic.
No chipping, bending, cracking.
Mechanical parts nickel plated.
Cutting action and perfect release
guaranteed.

**A REAL
SALES-BUILDER!
THE IDEAL PREMIUM
AT LOW COST**



**RISPY
AKE
ONE
OMPANY INC.**

**1910 W. TEMPLE STREET
LOS ANGELES 26, CALIF.**



Pat. Pending

Choice of Color Styling

Kreem King comes packed 24 units to a carton... half red and half cream... with alternating tips.

MR. KRISPY



A well-placed cabinet and a well-placed word make the Tropics Luncheonette a Paradise of Profits, proving once again that "it's position that counts."

The Cabinet That "Talks"

SUGGESTIVE selling is keynoted as a matter of policy at the new Tropics Luncheonette in Brooklyn, New York, and the proprietors report that ice cream sales have soared to undreamed of heights as a result.

A self-service ice cream cabinet, placed strategically near the cashier's counter and the store's only exit, is the focal point of this policy. As a fountain patron pays his check, the girl at the register will say: "Would you care to take some ice cream home for dessert?" This draws the customer's attention to the complete line of Deauville ice cream reposing in the Schaefer cabinet (see accompanying photographs). The result, more often than not, is another ice cream sale.

So prominently displayed are the ice cream cabinet and the point-of-sale posters affixed that many Tropics patrons need no verbal suggestion to buy ice cream. This adroit merchandising has made the difference between just average success and a highly profitable operation, a spokesman for the organization reported.

A modern exterior and a thoughtfully-conceived interior noteworthy for comfort and attractiveness help to attract people to the Tropics new fountain. Soda clerks are constantly busy serving ice cream sodas, sundaes, malted milks,

sandwiches and other foods from behind the forty-two foot custom-built Fischman fountain. The entire store was designed and equipped by the John J. Noonan Company of New York City.

Despite the heavy traffic to be found in the Tropics Luncheonette, there is no congestion at the fountain. This is due to the complete separation of on-the-premises and take-home ice cream sales. Fountain clerks are able therefore to concentrate on giving prompt and courteous service to patrons wishing immediate refreshment, and the self-service method enables customers to take their time in deciding on a quart or pint package, or a selection of ice cream novelties.

SCHAEFER CABINET, placed advantageously near the cashier's desk and the Tropics' only exit, accounts for many impulse sales. For an interior view of this modern outlet, including the new Fischman soda fountain, see the photograph at the top of this page.



HOOTON CHOCOLATE FLAVOR COAT

•

PAIL COATING FOR
ICE CREAM BARS AND NOVELTIES
MADE WITH CHOCOLATE LIQUOR

•

The finest economy coating for discriminating tastes. Fast setting and large yield greatly reduces costs. Tell us to send convincing sample and interesting quotation.

HOOTON CHOCOLATE COMPANY
NEWARK 7, NEW JERSEY



MORRIS Paper Cans

ECONOMICAL! ATTRACTIVE! SANITARY!



Buy Cans As You Sell Ice Cream

You do not have to own a year's supply of cans at any one time. 25% of your can requirements will be delivered in each calendar quarter of the year.

* MANUFACTURED AND DISTRIBUTED BY

MORRIS PAPER MILLS

133 SOUTH LA SALLE ST., CHICAGO 3, ILL.

NATIONAL FOLDING BOX CO.

NEW HAVEN, CONNECTICUT

Also Distributed by

CHERRY-BURRELL CORP. • The CREAMERY PACKAGE MFG. CO.

Branches in Principal Cities

Glamor Sundae

—from page 46—

this ingeniously-furnished ice cream emporium at the top of page 46.)

In 1951, the company hopes to cross the country with a shop in New York City. Later, there may well be established Wil Wright shops in other major American cities, as there is currently talk about arranging for such shops on a dealer-franchise basis.

During the first year of their existence, the Wil Wright shops catered to 15,000 persons. Last year, the figure had grown to 850,000, and it is anticipated that by the end of 1950, more than 1,000,000 patrons will have passed through the portals of the four shops.

In addition, visitors to the famous Nieman-Marcus department store in Dallas, Texas, can now enjoy the Wil Wright brand of ice cream in the store's penthouse tea room. Stix, Baer, and Fuller of St. Louis is now in the process of completing a similar arrangement. Wil Wright ice cream has been served for some time in the renowned establishment operated by Prince Mike Romanoff.

Wil Wright's ice cream has been sent regularly by air-mail in special dry-ice packages to such places as Honolulu, Paris, Mexico City, Rome, Alaska, Bermuda, and the Netherlands. It is airmailed daily to a selected list of clients in the East.

The question naturally arises: why do people go to such extremes for a portion of Wil Wright's ice cream. Mr. Wright supplied the answer:

"We turn out the best product possible with the best materials obtainable. Our products run twenty-four per cent butterfat. And remember, a Pabst Blue Ribbon is still thirty-five cents, and a Cadillac is still \$4500 and a Wil Wright's ice cream cone is still ten cents. We think we have a bargain to compare with any of them."

Apparently quite a few Californians and tourists agree with him, for more than 40,000 gallons of ice cream are sold annually at the four stores. Approximately fifty per cent of the volume is in take-home business. Store hours are from twelve noon until midnight, seven days per week.

Prices range from ten cents for a cone, twenty-five cents for a plate of ice cream or water ices, thirty-five cents for a soda and for some plain sundaes, forty-five cents for fancy sundaes, to one dollar for a banana split (limit: one to a customer, according to a menu notice). Various other ice cream concoctions are available.

In addition, a complete line of novelty molds can be ordered in advance. Wil Wright's artists delight in unusual ice cream creations, and this was recently verified when they turned out fifty individual ice cream cakes, each bearing a "Portrait of Jennie" for a party celebrating the completion of the picture of the same name.

In this department, when the customer wants something unexpected, Wil Wright invariably comes up to their expectations!



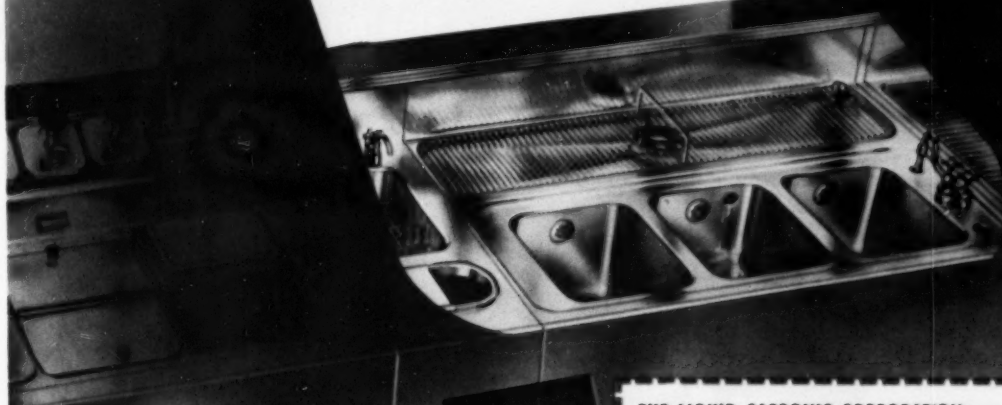
Diamond 50' Fountain

THE SPOTLIGHT'S ON

Jet Flow

just ONE of the
50 finer features

You owe it to yourself to get ALL the facts — ALL the details — of the Greatest Soda Fountain Advance of the Century — Liquid's great, new (entirely new) Diamond "50"! . . . Here's the fountain you've been waiting for, dreaming of, hoping, some day, to get. And it's ready for you now — no longer a dream, but an actual achievement, ready and waiting to increase and maintain your fountain profits!



MAIL THIS COUPON
TODAY — Now!

Member
Soda Fountain
Manufacturers
Assoc.



THE LIQUID CARBONIC CORPORATION
3110 South Kedzie Avenue, Chicago 22, Illinois



THE LIQUID CARBONIC CORPORATION
3110 South Kedzie Ave., Chicago 22, Ill.
Send me your free, 16-page brochure
giving complete details of the new
"Diamond 50" fountain.

Name

Address

Town

State

Power of Suggestion

—from page 38—

their stores; should have copies of the radio commercials and the broadcasting schedule.

We have found that, to realize the utmost possible benefit from advertising, we need to keep our dealers keenly and constantly conscious of it, so that it builds up incentives for them to do suggestive selling.

We are more and more impressed with the fact that the entire sales organization of the ice cream manufacturer, and the entire family of dealers and clerks, should be constantly and fully informed about the advertising program; should be kept thoroughly sold on it. This builds and maintains morale which, in turn, yields a large increase in the productiveness of the advertising itself. Advertising, plus human enthusiasm and effort, is always vastly more powerful than either advertising or human effort by themselves.

Of major importance, in point-of-sale advertising, is the domination. Month by month, and year by year, it furnishes a steady succession of trip-hammer blows on the consciousness of the shopping public. As they shop, it virtually compels them to make one of two decisions. They must decide either to buy or not to buy ice cream. "Out of sight, out of mind," is a main reason why our sales of

ice cream are not vastly larger. The domination keeps the products constantly on display.

The putting up of the domination in each store, when it is properly done, re-energizes and re-enthuses dealers and clerk; stimulates them to do suggestive selling.

Proper installation of the domination is suggested in the accompanying illustration. The ice cream salesman has stood treat for the feature flavor; dealer and clerk are smacking their lips over it; and the salesman is conversing, as he puts up the posters and banners, along lines that will energize the people in the store to do a lot of suggestive selling.

Other Materials

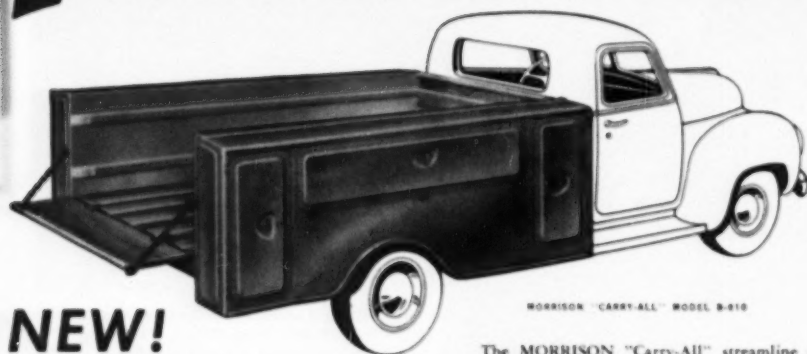
Next point-of-sale materials to be considered are the window and inside-the-store displays. A few examples of these appear in the accompanying photos.

It is extremely important that we constantly display our product in its natural color, so that as far as possible, wherever people turn or wherever they look, they will be tempted to enjoy ice cream. This is the sales strategy that has produced the miraculous success of soft drinks. It will do the same for ice cream if we use the strategy.

One example of confronting people with ice cream in a timely way is the Table Triangle, photographically illustrated at the bottom of Page 38.

We are fanatics about getting ice cream advertising out

The New 1950 MORRISON "Carry-All" Body Preferred by Ice Cream Manufacturers for Refrigerator and Sign Installation Service!



MORRISON "CARRY-ALL" MODEL B-810



NEW!

HUSKY, WIDE AND HANDSOME!

A Better Body at a Lower Cost!

The MORRISON "Carry-All" streamline design and durable construction permits easy handling of heavy refrigerators. Large, locking, weatherproof compartments are keyed alike. The "Carry-All" is the ideal body for your refrigerator and sign service truck. A complete line of accessories are available to suit your particular requirements.

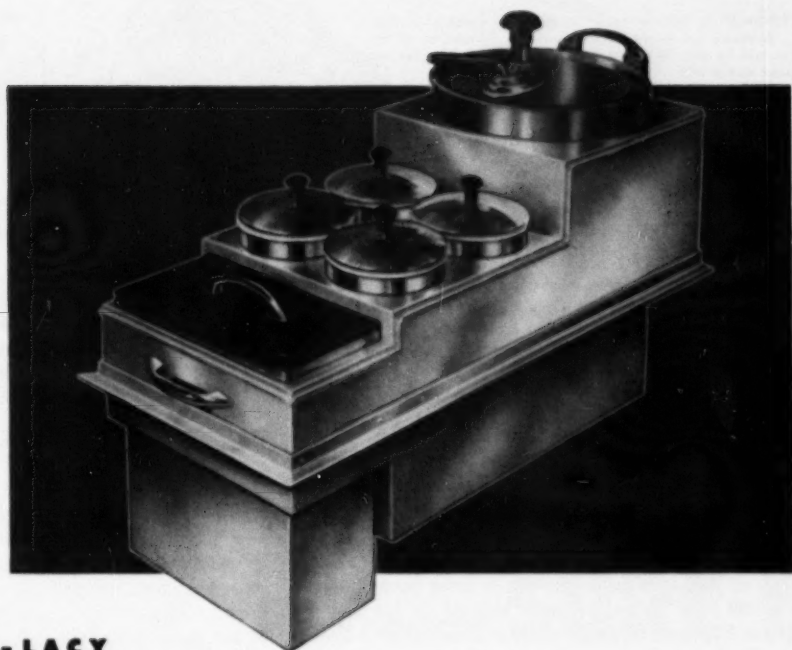
MORRISON STEEL PRODUCTS, INC.

655 AMHERST ST.

Carry-All Body Division

BUFFALO 7, N. Y.

Write for the new guides to the selection of service bodies and accessories. They're yours free for the asking.



HELMCO-LACY

FOUNTAINETTE

your best bulk salesman!

By helping your retail outlets sell more bulk ice cream—you will do a bigger volume!

Ice cream manufacturers who merchandise with the Helmco-Lacy Fountainette are proving this by reporting tremendously increased ice cream sales to former "dry stop" accounts.

It stands to reason—a Helmco-Lacy Fountainette will turn any low gallonage stop—candy store, drive-in or refreshment stand—into a fountain of profitable sales. It's been proved a great volume builder by ice cream manufacturer from coast to coast.

At only \$99.50 retail, the H-L Fountainette which turns every standard freezer cabinet into a syrup and flavor dispensing fountain, is your best merchandising aid... and it pays for itself out of increased volume.

Make this coming season the greatest yet for ice cream profit—do what ice cream manufacturers all over the country are doing—merchandise with the H-L Fountainette—write now for details and your cost.

Now celebrating 25 years of service to the fountain industry.



DOUBLE WARMERS



HOT CUPS



FUDGE WARMERS



SERVICE STATION

1215 Fullerton Ave., Chicago 14, Ill.

Eastern Sales Office: 122 E. 210th St., New York 10, N. Y.
Western Sales Office: 930 S. Flower St., Los Angeles 15, Cal.



PROPER APPROACH to installation of point-of-sale material is illustrated here. Salesman has treated store personnel to samples of the Feature Flavor and he talks it up while putting up to domination set that builds sales and profits.

of the stock room, putting it to use; not letting it accumulate or lie idle.

Many years ago, Mr. Gundlach found that one of his prospective clients had a stock room full of ice cream advertising that he had bought from some one who, apparently, was only interested in selling advertising. Thereupon, G. P. stayed over two days and fully organized the distribution of the advertising of a competitor, enabling this client to get value out of his purchase.

This incident is mentioned only to emphasize how strongly we feel about fully using every item of point-of-sale advertising, permitting nothing to be wasted.

One final thought—having the dealer appreciate and benefit by the advertising we provide.

Many ice cream salesmen defeat themselves by asking the dealer's permission to put up ice cream advertising in such a way as to make the dealer feel that he is doing a favor to the ice cream manufacturer.

As a matter of fact, it is the dealer who is being benefited most of all. Ice cream, properly handled in his store, yields him more profit-dollars for a small investment than anything else he handles, or can handle. We minimize



our difficulties in getting advertising up by making our dealers keenly conscious of these profit-dollars, and by whetting their appetite for more and more of these profit-dollars. By putting them in this intelligent and appreciative state of mind, they welcome attractive point-of-sale advertising for ice cream; keep it dominantly displayed in their stores; and make due effort to benefit by it through suggestive selling.

*No longer a novelty
a proven item with tremendous
sales potential!*

The first packaged sundae that satisfied the customer's demand for a clean, high-quality product and the manufacturer's requirements of FAST, TROUBLE-FREE, AUTOMATIC PRODUCTION.

SUN-D-CUPS show consistently —
fast, clean operation at speeds
as high as 80 dozen cups per
person, per hour.

Limpert BROTHERS, INC.
"Quality Superb" Fruits, Flavors, Extracts
VINELAND NEW JERSEY
New York Sales Office - 33 West 42 Street



LIMPERT'S TOPPINGS

Limpert's SUN-D-CUP toppings are not multi-purpose toppings, but have been formulated for specific use in factory-filled sundaes. Toppings "engineered" for the job, is your assurance of perfection in all stages of operation - from production to merchandising.

LIMPERT'S SUN-D-CUP

• • • Write for • • •

• THE "DOUBLE PROFIT" BOOK •
• Get right down to figures and shows how •
• SUN-D-CUPS can add to your volume and •
• multiply your profits. Explains the simplicity •
• and unique advantages of SUN-D-CUP •
• production. •

• NAME _____ •
• FIRM _____ •
• ADDRESS _____ •

• • • • •



why
**MONKEY
AROUND**

National **SURE-BET**

Is Your Best Bet for
Quality Sherbets and Ices

Sherbet and ice made with SURE-BET cut clean when dipped ... retain their form when served ... have an excellent "melt-down" and greater eye-appeal. SURE-BET prevents "bleeding" ... minimizes surface crustation and the "white spots" that detract from eye-appeal. SURE-BET produces a firm sherbet and ice that retains free moisture during the freezing process and during storage. SURE-BET is economical ... "goes a long way" ... produces a product that sells better

National



Company

2656 W. CULLERTON ST.

CHICAGO 8, ILLINOIS



Promote Profitable Sherbet and Ice Sales . . .

Eye-catching, sales-making, full color lithographed window and back bar streamers are available at no charge to all Sure-Bet users. For a liberal supply of these, just write National Pectin Products Co. or ask your territorial representative.

You Will Make a Better Product When You Use a *National Stabilizer or Emulsifier*
ICE CREAM FIELD, July 1950



take a **"second" look**
at the flavor with
the hour-glass figure

It takes 23,673,600 seconds—nine whole unhurried months—to bring the vanilla bean to full maturity. It will take you only one second, when you sample its developed flavor, to decide that the growing was worthwhile.

Time is Mixevan's essential ingredient . . . and the proper blending of the well-nurtured vanilla bean with vanillin derived from tropical spices is the secret of its goodness. Choosey consumers come back again and again for ice creams which contain its subtle flavor.

An important factor in the success of Mixevan is Michael's ability to control quality and uniformity in the entire production process, and in batch after batch. This control begins at Michael's own vanilla plantation—and ends only when Mixevan is in your hands.

America's Favorite

**Michael's
Mixevan**

The Powdered Vanilla with the Locked-In Flavor

Other Vanilla Products by
Michael for Special Uses
TRUE VANILLA SUGAR
for custom made ice cream
TWIXT for popular-priced
ice cream
TITAN for use in novelties

DAVID MICHAEL & CO., Incorporated
Half a Century in the Flavoring Field
3743-63 D STREET • PHILADELPHIA 24, PA.

why not have our representative run a test batch for you

Here's A Scoop!

TIE-IN OFFER LURES SALES

"ANY Day is Sundae At Home" read the sign on the backbar of the Luick Sealtest dealer in Milwaukee. The customer walked in and the poster caught his eye. He perused the rest of it: the admonition to "Buy the thrifty half-gallons", the pictures of favorite ice cream treats that were described as "easy to dip 'n serve" such as ice cream cones, pie a la mode, and an ice cream soda, and the suggestion: "get the best . . . get Sealtest."

Quite A Deal

As he seated himself at the counter, the customer noticed another colorful poster. This described a bargain offer available to that store's patrons. As he waited for the malted milk he had ordered, he studied the combination deal. "A half-gallon of Luick Sealtest Ice Cream, a handy ice cream dipper, and a forty-eight page recipe book titled 'New Ways With Ice Cream'—all for \$1.85. That's quite a deal," he said to himself.

"Here's your malted," the clerk said as he served the drink. "And have you noticed our special combination offer?"

"I have," responded the customer. "And say! Let me have one of those dippers and a copy of that book. Here's my money . . . and don't forget the ice cream!"

To Spur Half-Gallon Sales

The foregoing represents a scene that took place in numerous Luick outlets during a recent promotion by the Milwaukee organization. The purpose of the offer was to stimulate purchases of half-gallon packages of ice cream and Luick executives report: "Mission accomplished."

Here's how the ice cream organization presented the program to its dealers: First, they invited each dealer to stock up on half-gallon packages at the regular price of

eighty cents each. Secondly, the dealers were to purchase at least six ice cream scoops—Nuroll dippers provided by the Zeroll Company of Toledo, Ohio—at sixty-five cents each, and finally, they were supplied with six recipe books at ten cents each.

Luick advised the dealers that this minimum number of cartons, scoops, and recipe books would be sufficient to set up an attractive display "to cash in on the promotion program we've planned." They suggested that the dealer offer each set of ice cream, dipper and book for \$1.85, leaving himself thirty cents profit on each combination.

To further encourage purchases of the packaged half-gallons, time was devoted to the offer on the popular Kukla, Fran and Ollie national television show. In addition, Luick purchased two large advertisements in the *Milwaukee Journal* to announce the promotion.

TV Show Aids Promotion

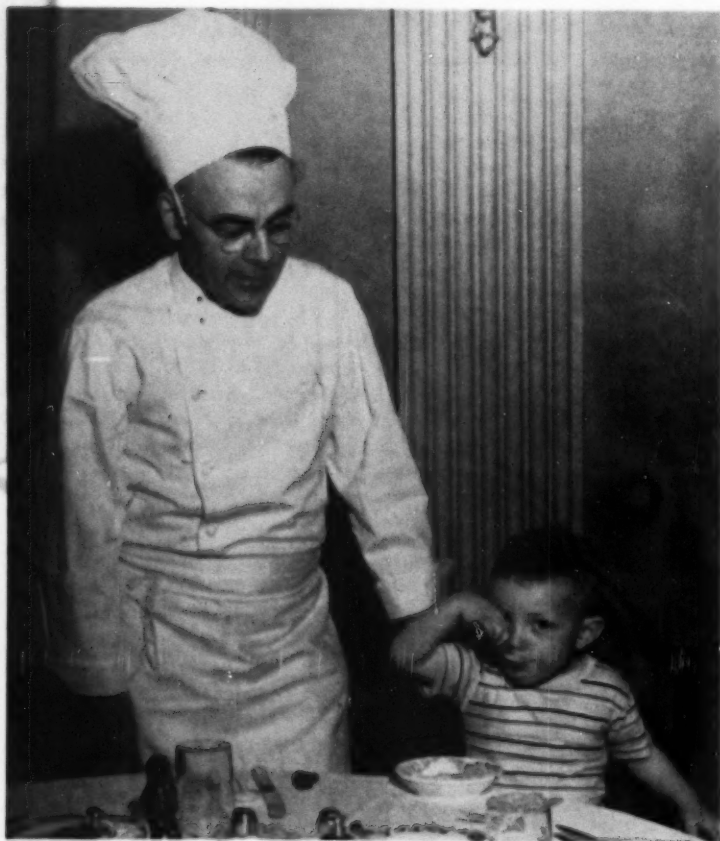
Point-of-purchase materials had their important role in the program, as could be discerned from the first few paragraphs of this story. Attractive posters, measuring fourteen by twenty-two inches were made available to dealers, as were beautiful backbar strips measuring ten by three inches. Package stuffers to bring customers back to the store and dealer mats for tie-in publicity were also included in the advertising phase of the Luick promotion.

A reproduction of one of the newspaper advertisements which supported the half-gallon package program accompanies this article.

Idea of the Century



THIS PAGE is reprinted from the April, 1950 edition of *The Southern Dairy*, house organ of Southern Dairies, Inc. Cartoon above from the *Baltimore Sun*.



EXECUTIVE CHEF, Francois Dulom, of The Homestead Hotel in Hot Springs, Virginia, tries out the new treat on a young breakfaster. The youngster seems to go for it, too.

HOT Springs, Va.—A new breakfast dish was introduced to guests at The Homestead Hotel here this morning by Executive Chef Francois Dulom—cereal and ice cream.

All over the country, after the introduction of the idea by the magazine, *ICE CREAM FIELD*, an avalanche of comments, editorials and cartoons have followed the new idea—ice cream for breakfast. It was originally thought of as a boon for mothers who are tired of forcing Junior to eat his cereal. Many oldsters as well as children like ice cream on fruit or cereal for breakfast now that they've tried it.

The idea is so simple it's a wonder no one has ever thought of it before. For example, a large bowl of hot, fresh cooked oatmeal, with a heaping portion of vanilla ice cream in the center—mmmm, boy!

Of course, anything that's a plug for our industry is something in which we're interested and we don't expect everyone to be as nuts about ice cream as we are. We were surprised then that the comments by the press regarding this new idea were definitely favorable all around. Even the most vehement of the articles condemning ice cream as a breakfast dish did so in a good-natured manner.

This was because the writer or cartoonist himself must have been aware that there's nothing wrong with ice cream itself at breakfast or any other time. It was only when he imagined it in connection with sausages and eggs and bacon splits and fried egg sundaes that the idea became facetious. No one in the ice cream industry would want such tampering with his early morning ham and eggs. The ice cream is merely to add zest to the cereal or fruit served, that's all.

But no matter how jokingly the papers and magazines regarded the idea, it did bear fruit. Everyone who read the idea and had fifty cents worth of curiosity went out and bought himself some vanilla to try on *HIS* cereal—and lots of them liked it.

Coming Events

JULY 24-25—Hotel Baxter, Bozeman, Montana; Meeting of Executive Committee of American Dairy Association.

AUGUST 7-20—Chicago, Illinois; United States International Trade Fair.

AUGUST 7-8—Hotel Greenbrier, White Sulphur Springs, West Virginia; Annual Convention of the West Virginia Dairy Products Association.

SEPTEMBER 12-14—Whiteface Inn, Whiteface, New York; 43rd Annual Convention of the Association of Ice Cream Manufacturers of New York State.

SEPTEMBER 13-15—Hotel Fort Des Moines, Iowa; Annual Convention of the Association of Ice Cream Manufacturers and the Iowa Milk Dealers Association.

OCTOBER 10-12—Hotel Mayflower, Washington, D. C.; 17th Annual Convention of the National Association of Retail Ice Cream Manufacturers.

OCTOBER 16-21—Atlantic City, New Jersey; 17th Dairy Industries Exposition, staged by the Dairy Industries Supply Association.

OCTOBER 18-20—Atlantic City, New Jersey; 46th Annual Convention of the International Association of Ice Cream Manufacturers.

OCTOBER 25-26—Burlington, Vermont; 29th Annual Conference for Dairy Plant Operators and Milk Distributors at the University of Vermont and State Agricultural College.

NOVEMBER 8-9—Hotel Continental, Kansas City, Missouri; Annual Convention of the Missouri Ice Cream and Milk Institute.

NOVEMBER 12-15—Palmer House, Chicago; Convention and Exhibit of the National Automatic Merchandising Association.

NOVEMBER 15-17—Lubbock, Texas; 2nd Annual Dairy Manufacturers Short Course at Texas Technological College.

NOVEMBER 17-19—Long Beach, California; 1950 West Coast Educational Exhibit and Conference of the Refrigeration Equipment Manufacturers Association at Municipal Auditorium.

NOVEMBER 29-30—Hotel King Edward, Toronto, Ontario, Canada; 34th Annual Convention of the Ontario Association of Ice Cream Manufacturers.

DECEMBER 11-13—Hotel Morrison, Chicago; 1950 Convention of the Illinois Dairy Products Association.

JANUARY 5-6—Hotel Sherman, Chicago; Annual Convention of the Dairy Queen National Trade Association.

JANUARY 24-26—Hotel Carolina, Pinehurst, North Carolina; Annual Convention of the North Carolina Dairy Products Association.

JANUARY 26-28—Dallas, Texas; 1951 Southwestern Educational Exhibit and Conference of the Refrigeration Equipment Manufacturers Association at the State Fair Grounds.

FEBRUARY 8-10—Hotel Buena Vista, Biloxi, Mississippi; Annual Convention of the Mississippi Dairy Products Association.

APRIL 6-8—Hotel Statler, Buffalo, New York; 1951 Eastern Educational Exhibit and Conference of REMA.

THE SWING



ALPHA'S SWIRLS

They are specifically processed to serve ice cream manufacturers' 4 distinct purposes:

1. As the swirl in variegated ice cream.
2. As a topping for walk-away sundaes.
3. For tart centers.
4. For ice cream pie fillings.

ALPHA'S SWIRLS will not freeze or crystallize or bleed. They are easily incorporated into the ice cream.

Attractively Priced.

WRITE FOR DETAILS

FRUIT & NUT SPECIALTIES
PURE VANILLAS
VANILLA CONCENTRATES
DOUBLE DUTY CHOCOLATE
BUTTERSCOTCH CONCENTRATES
FLAVOR SPECIALTIES
FOUNTAIN SYRUP CONCENTRATES
AND TOPPINGS
MARASCHINO CHERRIES
STABILIZERS
CERTIFIED FOOD COLORS
and
A Complete Line of Flavoring Extracts

ALPHA AROMATICS, INC.

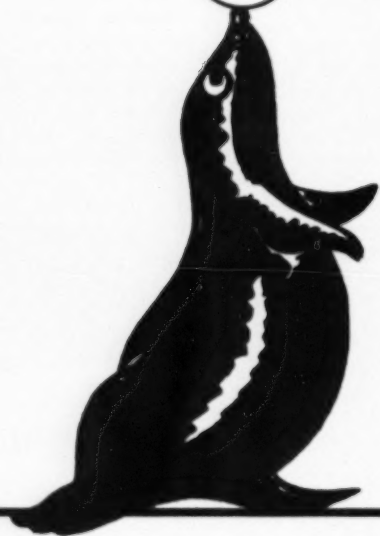
656 Third Ave.,

Brooklyn 22, N. Y.

Something



on the ball



FJ
foote & Jenks
Vanilla

FOOTE & JENKS • • JACKSON • MICHIGAN

*P*RODUCTION

DESIGN



NET PROFITS

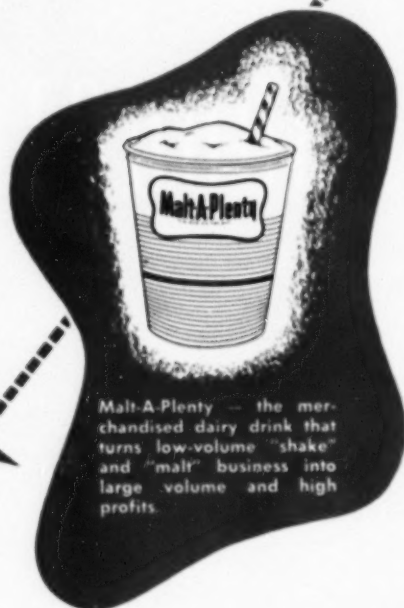
Malt-A-Plenty adds extra volume to your sales without increasing overhead. Therefore, all profits realized from Malt-A-Plenty sales are NET PROFITS for you.

One ice cream manufacturer says Malt-A-Plenty sales pay his overhead. Another gives Malt-A-Plenty credit for making his business show a net profit for the year.

Perhaps a Malt-A-Plenty franchise is open in your area. Write, today, and get the facts.

MALT-A-PLENTY, INC.

1635 E. 11th STREET
TULSA, OKLAHOMA



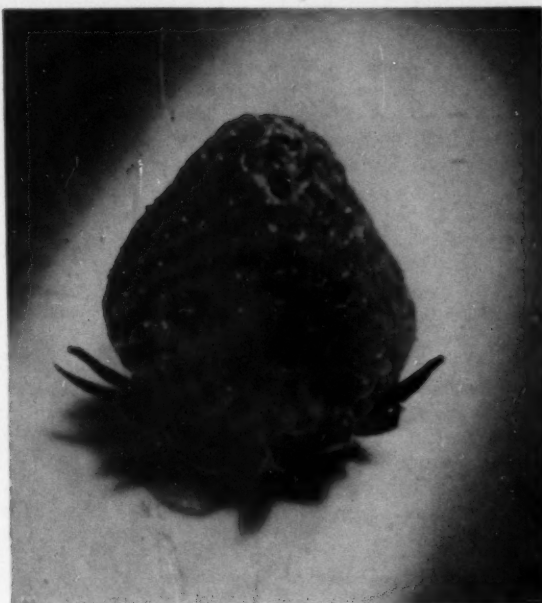
Malt-A-Plenty — the merchandised dairy drink that turns low-volume "shake" and "malt" business into large volume and high profits.

NEW FINDINGS: FRUIT PUREES IN ICE CREAM



BY D. G. SORBER

Western Regional Research Laboratory, USDA
Albany, California



THIS discussion of new developments in the use of frozen fruit purees and other fruit products in ice cream is based on work that has been done on fruit products at the Los Angeles Laboratory of Fruit and Vegetable Chemistry (2, 9, 10, 11, 12), now located in Pasadena, and the Western Regional Research Laboratory (13, 14).

The production of frozen fruit purees, is a recent development in the fruit processing industry. Turnbow and Cruess (16) as early as 1927 advocated the preparation of frozen fruit purees for use by the ice cream trade. Others did likewise. Among them were Culpepper, Caldwell and Wright (4) in 1928, Joslyn (6) in 1930, and Cruess, W. V., Cole, W. C., and Joslyn, M. A. in 1933. Work carried on at the Laboratory of Fruit and Vegetable Chemistry of our Bureau, in 1931 and 1932 (9, 10, 11) provided the impetus for establishing the frozen fruit puree industry in Southern California in the late thirties. Manufacture was retarded during the war because of the increased demand for fresh, frozen, and canned fruit and the resulting high prices of fruit.

The surplus production of a number of kinds of fruit in the West is becoming increasingly acute. The foreign

markets for western fruit, particularly dried fruits, have been largely lost because of the dollar shortages in the usual importing countries. Increases in freight rates have placed western fruit at a greater disadvantage in eastern markets than ever before. Expansion of fruit production in some eastern areas has occurred at the expense of western fruit production. As a result, returns to western fruit growers have materially decreased since the war and will likely continue to decrease unless new outlets for western fruit are developed.

Winter Damage

The severe weather during the Winter just past in the Northwest will reduce crops of apricots, blackberries, cherries, peaches, prunes and perhaps raspberries during the coming season and to some extent the following season. It is not likely that the reduced production of these fruits in the Northwest will seriously reduce the available supply of fruit purees for ice cream manufacture, in the United States, since there has been no commercial production of purees of these fruits except raspberries in this area. The principal effect the winter damage may have is on the fruit supply and prices throughout the West generally and a possible temporary retarding effect on the expansion of the production of frozen fruit purees.

In spite of these presently existing conditions, fruit purees, especiall purees preserved by freezing, can be expected to play an increasingly important part in the manu-

This article is based on a paper read at the 19th Annual Institute of Dairying, The State College of Washington, Pullman, Washington.

facture of ice cream and other frozen desserts, sundae toppings, and fountain drinks. They have a distinct advantage for the fruit grower, frozen fruit packer, ice cream manufacturer, confectioner, and the consumer.

Fruit purees not only serve as another outlet for the grower's fruit crop but they have other advantages for him as well. A larger proportion of the grower's crop can be utilized than for an other market except for juice production since any full-ripe, full-flavored, sound fruit of suitable kinds and varieties, regardless of shape or size, can be utilized. High-quality purees can be made from apples, apricots, avocados, bananas, blackberries, boysenberries, cantaloupes, cherries, cranberries, dates, feijoas, guavas, huckleberries, lemons, loganberries, mangoes, nectarines, oranges, passion fruit, peaches, persimmons, pineapple, plums, red and black raspberries, strawberries and tangerines. Only a few of these are, as yet, in regular commercial production. These include so far as I am aware, apricot, banana, boysenberry, lemon, orange, nectarine, peach, plum, raspberry, strawberry and tangerine. Some of the others have been commercially produced in limited quantities.

Preparation of Fruit Purees

The purees can be easily prepared with a minimum amount of grading and culling of the fruit, and with relatively simple equipment by the fruit processor. Since

TABLE I

Fruit	Recommended proportions, by weight		
	Fruit-sugar ratio	Ice cream 30%	Sherbet and Water Ices
Apricot	4+1	18%	25%
Banana	No sugar	-	-
Boysenberry ¹	4+1	-	20%
Lemon	5+1	-	10 to 14 oz. per gal. of mix
Nectarine	4+1	-	20%
Orange	5+1	-	14 to 18 oz. per gal. of mix
Peach	4+1 ²	30%	-
Plum ³ , Santa Rosa	4+1	-	25%

¹ Boysenberry and Santa Rosa plum purees are commercially available in stabilized packs for use with injector machines.

² Nectarine is best used in ice cream in conjunction with peach using it to replace 20 to 40% by weight of the peach to give the maximum flavor.

³ Peach packs are available either sliced, diced, or pureed with the same proportions of sugar added in each case.


you as ice cream makers are interested only in purees available to you as finished products, I will not go into detail as to the methods of their preparation except to mention a few that affect their quality.

The first very important point that must be stressed is that only full-flavored, sound fruit, free from mold, decay, fermentation, and spray residue, should be used. The equipment coming in contact with the fruit should be stainless steel or glass. The use of metals such as copper, copper alloy, tin, iron or zinc should not be tolerated. Some kinds of fruit make a better product if they are scalded prior to pureeing, while others are best if they are not heated. The pureeing should be done by a pressing or rubbing action rather than by beating so that inclusion of air in the product will be held to a minimum. Sugar, usually in the ratio of 3 to 5 parts of fruit to one of sugar, by weight, is dissolved in the puree by gentle mixing in large tanks before the puree is packaged. Puree from red or dark colored fruits, and fruits containing a considerable amount of tannins such as is found in persimmons, must be packaged in enamel-lined or lacquered tin cans. One-gallon hermetically sealed tin cans and three-gallon slip-cover friction-top cans are the most convenient and commonly used containers.

Uses of Purees in Ice Cream

Many of the rather large number of kinds of fruit purees provide the ice cream manufacturer with a high-quality flavor base that is convenient to use at a reasonable cost. After defrosting, the puree is ready to be added to the ice cream or sherbet mix in the freezer. Recommended proportions for some of the fruits are given in Table I.

Cooperative work with the Department of Dairy Manufacturing at the Utah State Agricultural Experiment Station (14) demonstrated that fruit purees with 30 to 50% added sugar (40% gave the smoothest texture) and stabilized with from 1/2 to 1% citrus pectin can be advantageously added to vanilla ice cream in masses or in-




Chocolate Products
in the Great
Dutch Tradition

VAN LEER

CHOCOLATE CORP.

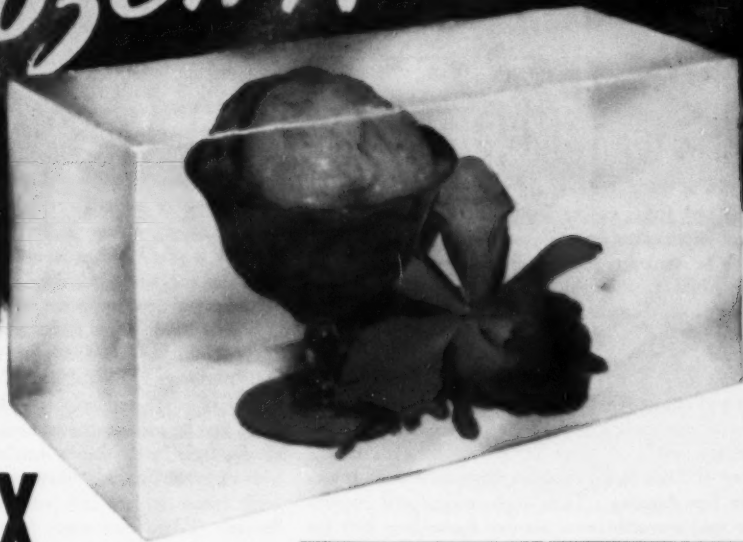
Manufacturers of • quality coatings for ice cream bars
• chocolate liquors • chocolate chips

Importers of • Holland Dutch Cacaos



110 HOBOKEN AVENUE JERSEY CITY 2, N. J.
JO 5-8080

Frozen Assets



PECTEX

"T. M. Reg. U. S. Pat. Office"

PECTIN

STABILIZER

makes creamy
smooth

Quality

SHERBETS and ICES

that look and dip

like

Ice Cream... Frozen Assets
that will "PAY OFF"

Once

You TRY IT

You'll

Always BUY IT

GERMANTOWN

Manufacturing Company

Order a trial
Shipment today

5100 LANCASTER AVE.

PHILADELPHIA 31, PA.



D. G. SORBER presents in this article the latest developments concerning the use of frozen fruit purees and other fruit products in ice cream.

regular gobs as the containers are being filled. The taste of the less tart fruits can be improved by the addition of citric acid in amounts up to 1%. Since peach ice cream often must be labeled to let the customer know what flavor it contains, it is possible the addition of stabilized peach puree, in the form of irregular masses, would have an appeal.

New Citrus Fruit Purees

Lemon and orange are the most recent fruits to be added to the list of commercially available purees. These additions are the result of work by E. A. Beavens at the Laboratory of Fruit and Vegetable Chemistry when it was located in Los Angeles. Their high quality and convenience for use, not only as a sherbet flavor base but for use in making pies, puddings and beverages, have obtained a popular market for them very quickly.

Dr. Beavens has prepared a mimeographed circular AIC-238 entitled "New Frozen Purees from Citrus Fruits" (2). This circular describes the method of their preparation and contains several recipes for their use in sherbet, lemon meringue pie, lemon and orange chiffon pie, lemon snow pudding, grapefruit pudding, lemon queen pudding and lemonade. A copy may be obtained by writing to Dr. E. A. Beavens, Laboratory of Fruit and Vegetable Chemistry, 263 South Chester Avenue, Pasadena, California or to the Western Regional Research Laboratory at Albany 6, California.

Velva Fruit, a new frozen fruit dessert (7) was developed at the Western Regional Research Laboratory during the war. It was manufactured and distributed rather

widely throughout the Southeastern states for a few months during the war when the use of milk solids was restricted in making ice cream. When the restrictions were lifted the sale of Velva Fruit was discontinued because the prices for fruit purees were relatively higher than for milk solids. Now that fruit prices are very much lower, Velva Fruit is again becoming a commercial item.

Velva Fruit is made from fruit puree, sugar, gelatin and water. The formula, filed in the U. S. Patent office with the name "Velva Fruit" as a generic name calls for a minimum of 60% fruit puree, 25 to 30% added sugar, 1/2% gelatin stabilizer, and not to exceed 10% water added with the gelatin. Citric acid in amounts up to 0.25% may be added to blend flavored purees. No artificial flavor or color is needed or permitted. Velva Fruit has the same over-run as ice cream, that is 80 to 100%. Anyone is privileged to manufacture and sell Velva Fruit and use the name provided he adheres to the general formula registered with the patent office.

Blends of different fruits provide pleasing flavor combinations in Velva Fruit. For example, apricot or peach with raspberry gives a dessert in which the flavor of both apricot or peach and raspberry can be detected. The raspberry can be used in proportions varying from 25 to 50% of the fruit in the mix. Apple with raspberry and pear with pineapple are other flavor combinations. Cooked and fresh frozen apricot and peach purees all have distinctive flavors. Velva Fruit made from Italian prunes or purple plums, as they are coming to be called, scalded before pureeing, has a beautiful deep pink to red color and a flavor that gives some promise of attaining a fair degree of popularity.

Velva Fruit made from the purees of fruits with a pronounced flavor are best served in combination with vanilla ice cream.

A mimeographed circular, AIC-40, Rev. No. 1 entitled, Velva Fruit—A New Frozen Dessert (1) has been issued by the Western Regional Research Laboratory describing the preparation of this new dessert. A copy may be obtained by writing to the laboratory.

Since purees with gelatin stabilizer added, such as the Velva Fruit mix, will acquire the same over-run in the freezer as ice cream, they can be added to ice cream mixes in any proportion. Velva Fruit also can be blended with



BUTTERSCOTCH FUDGE
CHOCOLATE FUDGE
CRUSHED PINEAPPLE
CRUSHED STRAWBERRY
WALNUTS IN SYRUP
CRUSHED CHERRIES

...outsold all ice cream toppings! SUNDAETTES

Sundaettes are nationally advertised and enjoy the Good Housekeeping Seal of Approval. Several million cases have been sold during the past few years.

Prove to yourself Sundaettes acceptability for promotional tie-ins with ice cream.

MAX AMS-H. BARON DIVISION
AIRLINE FOODS CORP.

1130 West Elizabeth Ave.

Linden, N. J.

TOP VISIBILITY for YOUR ICE CREAM



with Weiller STRIP DISPLAYS *in* CHROME MOULDING!

You can actually dominate the Fountain in every one of your outlets when you supply your dealers with a set of Chrome Mouldings and a series of colorful card inserts!

Here's a proven, successful merchandising display that will be enthusiastically welcomed by alert dealers throughout your territory.

The Chrome Moulding is available in lengths of 14"; 28"; 42"; 56" and 70" to accommodate from one to five cards (each measuring 14" long by 7" deep). The cardboard backing makes it possible to easily tack up the moulding and it's a simple matter to slide in the cards with their full-color illustrations of sodas, sundaes, malteds and other popular Ice Cream servings—a set of 8 cards in the series, all imprinted with your brand name trademark.

Tell us the quantity you need to supply your outlets, and we will promptly send you quotations and full particulars on this material.

THE Weiller CO.

The House of "SELL-A-VISION" Displays

Castor Avenue and Amber Street • Dept. A

Philadelphia 34, Pa.

Exclusive Canadian Representatives
Lawson & Jones Ltd., London, Ontario

PLAN TO VISIT THE DAIRY INDUSTRY EXPOSITION IN ATLANTIC CITY • OCTOBER 16-21 • OUR BOOTH #164

ice cream in a ribbon or marble effect as each comes from the freezer. However, if the proportion is so great as to reduce the butterfat content below the percentage required for ice cream, the product, of course, cannot be called ice cream.

Sundae topping is another use for fruit purees. Purees stabilized with slow-set citrus pectin and sugar so as to thicken them but not enough to produce a gel, make delightful sundae toppings when combined with slices or whole fruit of the same kind. Apricot, peach, nectarine, boysenberry, blackberry, raspberry and strawberry toppings prepared in this way are especially attractive and appetizing. The apricot, peach, nectarine and strawberry toppings are best prepared with coarse crushed fruit while boysenberry, blackberry and raspberry toppings are prepared with seedless puree and whole berries. A combination of pectin-stabilized coarse-crushed strawberries and small white berries serves a double purpose, both for use as a sundae topping and short cake material.

Sundae toppings prepared in this way were introduced to the consuming public during the past season. At present they are being manufactured in Washington and Colorado and distributed in California, Colorado and Washington. I have no doubt but that they will be found in a rapidly expanding market during the coming season.

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SOFT ICE CREAM . . . SO WHAT!

MOST ice cream manufacturers know what ice cream is, and everyone is familiar with the meaning of soft. But to make sure that I knew what I was talking about, I reviewed the literature. Sommer uses the phrase "soft ice cream" to describe a defect where the product fails to harden or does not remain hard in the retail cabinet. The ice cream maker has been familiar with this defect, its causes and remedies.

Earlier literature used the phrase "soft ice cream" from the consumer's point of view, to describe what some consumers believe to be the most pleasing and palatable form of ice cream; that is, the form of ice cream before it is hardened. They mention the popularity of "licking the dasher" when making home made ice cream. Most ice cream makers are aware of the popularity of ice cream when freshly drawn from the freezer, and also that the people will usually eat more than if served the hardened product. In this sense, the word "soft" refers to a form or type of package.

Therefore the word "soft" should mean a form or type of package for immediate consumption in which any frozen dessert or product may be marketed. And "soft ice cream" would mean ice cream in the unhardened form, similar to

any fancy molded form like cakes, candy-coated, "walkies," etc. *It does not mean a specific product such as sherbet, ice, or ice cream.* Every effort should be made to avoid confusing the product with the type of package.

Two Systems Used

Recent literature discloses two systems of using this new type of package. I designate the most widely used system as the "freezer-drawn system," and the less widely used one as the "fountain-service system."

The "freezer-drawn system" consists of freezing the product at the point of sale, i.e. the product is sold for immediate consumption as it is drawn from the freezer. Sometimes a small batch freezer is used and sometimes a small continuous freezer is used for freezing the product. In either case the refrigerant is automatically controlled to maintain the product being frozen at a fairly uniform serving temperature.

There are three main advantages of this freezer-drawn system: First, to cater to a particular market or demand in a similar way that fancy-molded products do. Second, it permits the use of higher concentrations of serum solids, since the product is not hardened and subjected to other conditions which favor "sandy." Third, it increases the total amount of milk products consumed—i.e., an increased amount of milk although not necessarily a larger gallonage of finished product. There are many other advantages claimed by people who advocate the use of this freezer-drawn system. One ice cream company is reported to have

BY D. HORACE NELSON
University of Massachusetts
Amherst, Massachusetts

increased its total volume of business by selling "soft ice cream" in its retail stores. The expense of hardening rooms and hardening refrigeration is avoided, the cost of delivery is reduced, and losses due to shrinkage, dipping, sandiness, etc., are minimized.

The soft form type of package is also used in what I designate as the "fountain-service system." In this case, the retailer purchases the hardened product in the usual manner either in bulk packages or in packages sized to individual serving as it is ordered. This system seems to offer the following advantages: It is easy to accommodate a fluctuating rate of sale. It offers the customer his favorite brand of product in his favorite form. A wide variety of flavors are easily served through one machine. When using hardened vanilla, various flavorings, nuts, etc., can be added while macerating the product. Hard vanilla ice cream plus one or two fresh ripe strawberries yields a serving of strawberry ice cream—why it makes everybody want to try one! It is a convenient and rather economical system for the retailer who already is equipped with a fountain. And it produces a fairly uniform overrun of approximately 50 to 55%.

The history of soft ice cream as a form of marketing began when the so-called "frozen custard" appeared at the circus or at the beach. It catered to a restricted and highly seasonable market of transient trade and involved a rather small volume of product. It was introduced by people whose main interest was profit instead of quality, and in many cases they were not proud of their product or their stores.

During the last few years, with increasing costs, the retail price of ice cream had to be increased, and the large nickel serving became practically extinct. This deserted market was a fertile field for a low-cost item, and paved the road for a new type of package. While the ice cream industry busied itself with the problems of a rapidly expanding business, people who knew nothing about dairy products exploited this new form, the soft type of package. Naturally they employed a low-cost product, because the available market was price-minded; but they insisted on quality merchandising. They made it easy and convenient

This article is based on a talk given at the Spring Meeting of the New England Association of Retail Ice Cream Manufacturers, held in Worcester, Massachusetts.

for the customer to be served in attractive, sanitary surroundings.

Today some ice cream manufacturers are offering their usual high quality ice cream in this new form of package. This supports the historic objective of our industry: to market safe and sanitary milk products in packages and qualities which range from expensive luxury items to items available to the consumer with limited funds. The most recent development in using the "soft" form of package is to emphasize the product instead of the brand name. For example, the sign that identifies one store reads: "Ice Cream by McAlpin;" thus the consumer knows that he is getting a quality product.

Some Problems in Manufacturing

Some problems presented by this form of marketing frozen dairy products can be solved by properly balancing the mix. Ice cream makers know that a mix which is properly balanced for one set of marketing conditions may not be properly balanced for a different set of marketing conditions. Balancing the mix with respect to its percentage composition and ingredients will depend upon not only the product which is being marketed, but also upon whether the fountain-service system or the freezer-drawn system is used. The freezer-drawn system may use eleven per cent fat, fourteen per cent solids, fourteen per cent sugar, 0.1 per cent emulsifier, and 0.35 per cent stabilizer, while the fountain-service system would find the usual commercial formula more satisfactory. Similarly, the overrun in the serving might be higher in the freezer-drawn system, and especially when ice cream is the product being marketed. Present experience and usage indicate that the lower fat products handle better, that more stabilizer is desirable, and perhaps better whipping ability is desirable. One operator seems to think that the type of stabilizer is more important when using this new form of package. However, the correct answers to some of these problems will have to wait for experience and perhaps some research.

Deliciously Different

★ **TOASTED CHOPPED NUTS**

Extra Taste Tempting Goodness

★ **FULL-FLAVORED BUTTERED PECANS**

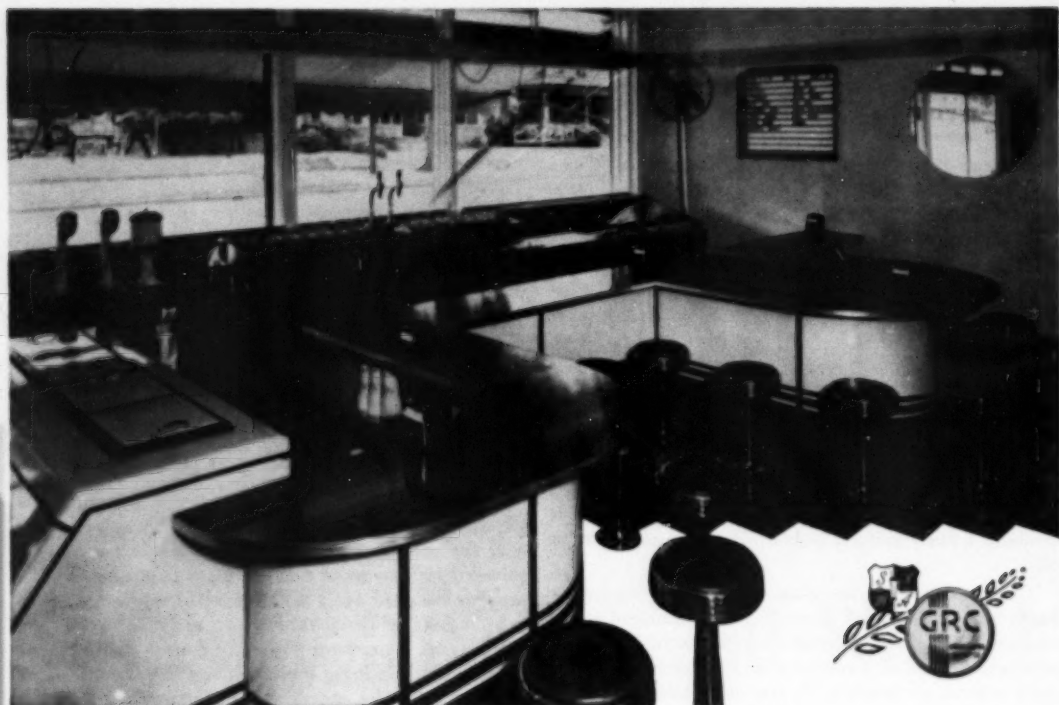
A New Taste Thrill

★ **BUTTER TOASTED ALMONDS**

THE CHARLES A. PETERSON COMPANY

917 CARNEGIE AVENUE

CLEVELAND 15, OHIO



The Most Profitable Medicine
FOR YOUR DRUG STORE ACCOUNTS . . .
IS A POPULAR, PROFITABLE, WELL-PLANNED
SODA FOUNTAIN DEPARTMENT!

The modern Fountain installation, well equipped, well planned and well operated, is a sales and profit booster for every department of the store.

Consequently, by urging your Druggist accounts to modernize their Fountain facilities, you are doing him a real service as well as constructively building increased gallonage for yourself.

To do this effectively requires the best of experienced planning, (the ability to determine the best layout for maximum results at the most economical cost), and that is where GRC can render a tremendously important service. For many years we have planned and equipped Fountain Departments that have proved exceptionally successful. Furthermore, GRC Fountain and Luncheonette Equipment, as so many of you know from experience, has the quality, the customer appeal, and the life-long dependability that makes it the finest investment of this kind that can be made.

There is no better time than **RIGHT NOW**, to find out what we can do for you. Drop us a line.

**GRAND
 RAPIDS
 CABINET
 COMPANY**

GRAND RAPIDS, MICHIGAN

Watch Those Details!

BY GORDON W. BROWN
*Manager, Clover Leaf Dairy
Valparaiso, Indiana*



WITH the advertising and promotional work that is being done today to attract new and more customers, it is imperative that we put every effort into the manufacture of our product to make it as appealing as the build-up it is getting. If we are going to shout it from the housetops, let's make sure what we are shouting about.

As a whole, I think we are making good ice cream today. In most cases, it is made of good quality, fresh wholesome products in clean sanitary plants with good control but here and there we find instances where someone is not doing the kind of job we are shouting about. Someone got careless and didn't produce ice cream to shout about. Those are the cases we should try to correct in order to make it deserve the build-up ice cream is getting and rightfully deserves.

Occasionally some of the ingredients used are not quite what they should be and the results are not what our customers have been led to expect. There are plenty of good quality dairy products available at reasonable prices and if carefully handled leave little to be desired, but watch out that someone does not get careless with these fine materials, store them in unclean containers, in warm rooms or for too long a time. Let's be sure we start with good, fresh, clean milk products and then be sure they are always handled as they should be. The same is true of fruits and other ingredients. The best quality strawberries, cherries, pineapple and other fruits cannot be allowed to stand in warm places or be contaminated by drippings or dirty utensils or mixed with partially used fruit. Frozen fruits

must be used as soon as thawed. Be sure they are kept clean, cold and protected every time they are used. Fruit today is too costly to warrant the least spoilage and customers are also too valuable to risk the least carelessness in our processing.

Our processing methods are pretty well controlled in most plants most of the time. Let's be sure it is always controlled. Measure accurately every time. No guesswork any time. That one guess might be wrong and some of our good customers may wonder whether or not we know what we shout about. Let's be sure our processing doesn't leave something to be desired.

Use Good Flavors Correctly

Occasionally we find ice cream flavored with poor quality flavoring materials. It doesn't cost much to use pure flavors and use them correctly. It is a terrible let down to open a beautiful package of ice cream and then take that first delicious mouthful and find it tastes like cheap perfume smells because someone either used a poor quality flavor or used too much flavor. Use good flavors but above all be sure to use them correctly every time or we may let some enthusiastic customer down. Choose the right flavors, fruits, nuts and candies and use them as they should be used. Don't let anyone get careless with them.

Another place we must be on the lookout for trouble is the maintenance of our equipment. Don't forget that our good friends, the equipment manufacturers, are doing their part. They are giving us very excellent equipment and machines but if we do not do our part by maintaining it and using it correctly, it will not do the job it was built to do. We can't turn out a good, smooth, stiff ice cream

This article is based on a talk given before the Purdue University Ice Cream Institute, held recently under the sponsorship of the Indiana Dairy Products Association.



A Better Scoop...Non-Mechanical, Non-Chemical

- One Piece Solid Aluminum
- Dips Easier, Faster
- Attractively Priced

Scoop-Rite scoops a perfect circle with every dip. The ice cream won't stick, and no dipping in water is necessary. This is because Scoop-Rite is made of *solid aluminum*, the metal which has

the greatest resistance to heat or cold of any used today. When you try it, you will see how perfectly the scoop releases without a tripper or chemical needed.

WRITE FOR DETAILS

SPADES & DIPPERWELLS

Both solid one piece aluminum, polished to a high lustre. Dipperwells have inlet and outlet plumbing connections. Spades perfectly balanced, sharp.



SCOOP-RITE COMPANY 788 WILDE ST., DETROIT, MICH.

without good refrigeration, with dull freezer blades, oil in the system or numerous other weak spots. It does not cost much to keep our machines in repair but it does take attention. Make regular inspections and keep an eye on daily operations and when something lets down, correct it now. It is just as easy to do it today as next week and maybe it will help us to keep on shouting about our products.

Use the Scales

Watch out for those lightweight packages. Be sure to have good scales and use them. Use them all the time—not just now and then. If we are going to sell ice cream as a food, let's be sure it has the value we think it has all the time. We cannot shout too loud about the extra air we put in it.

Most of our plants are clean and sanitary and our products are reflecting this and I believe most of our customers appreciate that we are doing our part. Now and then we get careless, someone gets in a hurry and does not clean up as they should. Materials and tools are not always stored in a sanitary manner and become contaminated. Numerous little details are neglected. These are the things we must watch for. Let's always work with, but still be ahead of, the health official.

Laboratory control is the place to check on the kind of sanitary job we are doing. Let us not work in the dark

and hope our processing is right. Be sure with a laboratory check. We cannot all maintain our own laboratories but there are commercial labs available to do this work at a very reasonable cost and they offer some very valuable services to the industry. Make, or have made, regular checks to assure constant quality control. Nothing makes a better impression than to be able to say and to back it up that your products are regularly above the standards set by authorities. It is so easy to accomplish this, too, with good processing methods constantly observed.

Sanitation is easy if the routine is once established. Good habits are just as easy to follow as bad ones. Follow the good cleanliness habit all the way, through the hardening room, the truck and the dealer's cabinet. Your truck is your traveling billboard and what could be a better one than a well painted clean truck. That is about all most of our customers see of our factories so let's make it a good impression.

We can't all have new show place factories to hold open house in but one thing we can do is to have a clean, neat and orderly plant. Paint will go a long way in dressing up a plant along with clean windows and clean employees. An orderly routine will help to produce that product we want to shout about and believe me we are going to have to do a lot of shouting to sell that billion gallons. Remember, a lot of other people are shouting about their products too so let's all watch the details and then shout about our ice cream from the house tops.

On-the-Spot Ads

—from page 37—

to promote the give-away deal included the distribution of free samples of the Rainbow Roll. Models were employed at new store openings to offer generous portions of the innovation to patrons. The girls were stationed near attractive displays of Rainbow Roll cartons and "Sundaettes." Innumerable sales resulted as pleased housewives decided to treat the rest of their families.

Three-dimensional photographs in brilliant color as designed by the Vitavision Corporation of America, New York City, were also used advantageously by Deauville. These were often surrounded by replicas of the firm's ice cream packages and combined with abundant point-of-sale posters proved effective sales-inducers. Revolving turntables were also found to be efficient center pieces for point-of-purchase displays.

Results of the promotion have served to verify Mr. Miller's contention that point-of-sale advertising is the most effective advertising method. "Our various displays have proven very successful in making our ice cream-topping campaign extraordinarily gratifying," he declared.

An incidental note concerning the promotion was found in the disclosure that sales of the regular Deauville line were unaffected by the soaring number of Rainbow Roll purchases.

Encouraged by Deauville's success, the Cortley Frozen Food organization, also of Brooklyn, initiated a carbon copy of the ice cream-sundae topping promotion on June 12. They are offering their Party Roll—another version of the Rainbow Roll—along with a free jar of "Sundaettes" for the price of the ice cream product alone. (See accompanying photography.) Cortley will follow



FREE SAMPLES of the Deauville Rainbow Roll were distributed by pretty model at store openings. Displays of sundae toppings and ice cream were centered around a Schaefer cabinet (see above), and patrons were invited to take advantage of the "Sundaettes"-Ice Cream offer. Resultant sales of the Rainbow Roll packages, designed and manufactured by Continental Can Company, were more than gratifying, Deauville officials report.

Deauville's merchandising and advertising techniques as the firm attempts to duplicate its ice cream supplier's success.

Many ice cream manufacturers throughout the country are now in the midst of, or are planning similar promotions.

FREE . . . INTRODUCTORY OFFER

PURCHASE
1 PINT OF *Party Roll*

Made with 3 flavored CORTLEY FRENCH ICE CREAM



AND RECEIVE FREE 1 JAR OF SUNDAETTE TOPPING (VALUE 20¢)

Pointers

—from page 30—

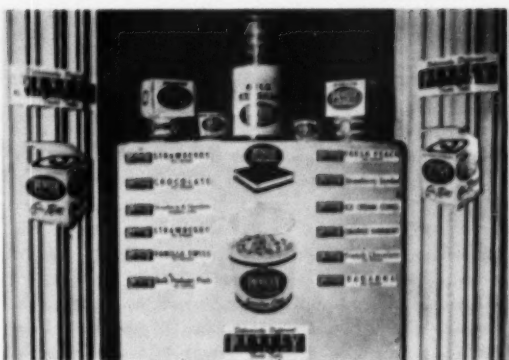
four-color catalogue. The wife of the salesman usually goes around a day or two in advance of his call, leaves the catalogue with Mrs. Prospect, suggests she look it over and tells her that her husband, the salesman, will be along shortly to pick up an order for anything she may find in the catalogue.

This, to me, is point-of-purchase effectiveness. There are many areas in merchandising and marketing today where point-of-purchase material is not being used where it could be used. The fault is in the too-narrow concept of what constitutes point-of-sale material.

The second point I would like to make is that we must accept the fact that economical and efficient point-of-purchase material costs money. Much of the loss in effectiveness in advertising stems from the treatment of the point-of-purchase operation as the little stepsister of selling of advertising.

Please note that I said "economical and effective" material because the waste in lithography and in gimmicks is appalling. That waste arises not alone from elaborate and extravagant ideas and indiscriminate distribution, but because of the lack of careful and complete planning to properly integrate point-of-purchase operations with sales and advertising programs.

In 1925 I was working for Smith Brothers. We had wonderful point of sale display material and window display material, but I soon learned that if I wanted the best window in town, if I wanted my displays to stay up for any length of time, I had to pitch my sales talk, and that of my crew, in terms of the retailer's sales and profits. I had to get the crew to sell the retailer the idea that even though he might have a higher mark-up on his own private



PEVELY DAIRY, St. Louis, uses one-inch tape strips to simulate a flavor board, and employs three-inch strips for larger displays. Die-cut product illustrations are individual self-adhesive displays. Materials were provided by Topflight Tape Company of York, Pennsylvania.

brand of cough sirup or cough drops, because of Smith Brothers' reputation and acceptance and because of their advertising, he would actually make more money featuring Smith Brothers than his own private brand.

That company has now developed this idea further and I had to personally demonstrate to the salesmen in the field how this complete job of selling the retailer could be done in approximately three minutes when the approach and the close were carefully organized and followed on a systematic basis. And when we did our selling on a planned and organized basis, even the poorest man in the field doubled the number of calls he made per day and then doubled the number of successful sales.

To me, nothing happens until somebody sells something . . . everything is selling. Of course, the basic problem in the field of point-of-purchase is the same as it is in any other field where people don't think clearly or



THREE DIMENSIONAL effect is achieved in point-of-sale display pictured at the left and created by Milprint, Inc., of Milwaukee, Wisconsin. The package and upper part of the children are in the third dimension (although the photograph does not make this apparent). The display measures 35½ inches wide and 28½ inches high, and stresses ice cream as a food that stimulates energy and vitality.

NEW SALES-BUILDING ADVANTAGES *

KOLD-HOLD

INSULATED BAGS

- ★ "KOLD-HOLD" bags are WHITE . . . and white is right for ice cream sales appeal.
- ★ LOW PRICE . . . most inexpensive insulated bag on the market.
- ★ COMPACT for delivery and storage economy.
- ★ CUSTOM-PRINTED to your requirements.
- ★ COLOR for added sales appeal.
- ★ TOUGHNESS for hard use.
- ★ Keeps ice cream COLD.
- ★ Easy to open, fill, and close . . . Easy to USE.
- ★ Available in full range of sizes.

WRITE TODAY FOR COMPLETE DETAILS

Several desirable territories open for distributors or sales representatives. Applications and inquiries invited.

WHITNEY BROS. INC.

ESTABLISHED 1877

34-38 FARNSWORTH ST.

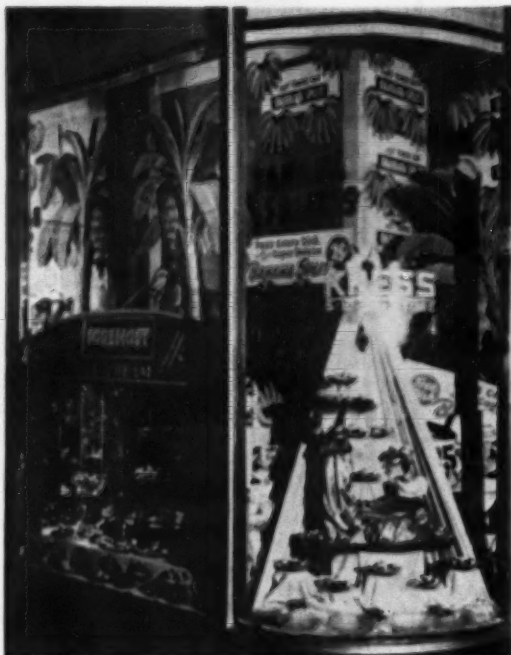
BOSTON 10, MASS.

WESTERN STATES REPRESENTATIVE

West Coast Coverage Co.

Los Angeles 58, California





realistically about what they are doing as a sales process. Too many people think of selling in two terms—one, advertising . . . printed salesmanship. They accept this and spend millions of dollars and thousands of hours of time on it. Second, personal selling. This, too, they accept and they are beginning to spend more time and attention on it than ever before, with aptitude testing, screening, selection, training, etc., all coming into widespread use.

This is all to the good and the fact that these two basic types of selling are accepted is wonderful for you fellows in the point-of-purchase field because, as I said in the beginning, if these two are not well done, point-of-purchase cannot be as efficient or as effective as it should be.

But you must get management to accept point-of-purchase as an integral and important part of the successful

FOREMOST DAIRIES branch in Jacksonville, Florida, reported that it sold 5,500 banana splits in four days in one outlet with the aid of the window display illustrated at the left. Focal point of the display was an animated clown, a product of Animated Display Creators, Inc., of Minneapolis, which juggled several simulated splits simultaneously.

movement of goods from the factory loading dock into the hands of the ultimate consumer.

Let me conclude by telling you a humorous little story, a true one.

Several years ago I was talking to a group of manufacturers of mattresses, sheets, blankets, etc. In the audience were distributors, jobbers and some salesmen. I was pushing my favorite theme, "everything is selling" and I told them about a little automobile dealer in Detroit who, years ago, had mirrors put around all the walls of his showroom. Why? Because the prospective buyer could sit in the new car and see himself the way the neighbors would see him when he drove it up in front of his home. Naturally, this dealer sold more automobiles with this set-up.

I told my audience that this was the beginning of a process which has put mirrors, for instance, behind fruit and vegetable displays in grocery stores all over the country, doubling sales.

I also told this group about the ice industry which had been thrown out of the kitchens of America by mechanical refrigeration. Instead of running to the government for a law to protect their business or for a subsidy to keep their people employed, they spent some money on research. They discovered new uses for iceman's ice. Among other things, they proved that fresh vegetables, displayed on a bed of crushed ice, not only looked better and sold faster but less spoilage and less loss of water and vitamin content resulted when such displays were used. The ice people went out and sold that idea to retailers and brought about a new and better point of sale display—and incidentally doubled their volume.

As I was leaving this meeting I overheard the conversation of two men who were walking out ahead of me. One said to the other, "Gee, that guy's got a lot of ideas. He's certainly red hot." The other fellow said, "Yeah, but he ain't practical. How can you display bedding on beds of crushed ice?"

A NEW ADDITION

Here is another in the long line of All-Aluminum refrigerated bodies built by Barry & Baily for the Ice Cream manufacturer who demands a maximum payload at the lowest possible operating cost.

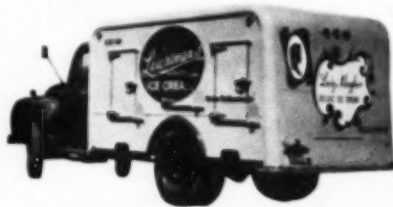
Built throughout of heavy gauge lightweight Aluminum, the 825 gallon body illustrated features 3 doors on each side for easy access to the payload with a spring type can platform alongside each door.

Complete Details On Request

BARRY & BAILY CO.

2421 N. 27 ST.

PHILADELPHIA 32, PA.



Pioneers In All-Aluminum Structure

"Since the Days of the Covered Wagon"

TECHNICAL PROBLEM



By DR. C. D. DAHLE
Technical Editor, Ice Cream Field

Analyzing Mix?

I am sending you our mix formula and would like for you to check it for us. We would like any information as to how we can improve this mix with the ingredients we have or by the use of others. Also I would like a formula for a 14 per cent mix with the ingredients we are now using.

12 per cent mix (100 lbs.)	
Materials Used	Amount (lb.)
Sweet cream-40%	30.00
Skim Powder	5.10
Skim Liquid	49.55
Cane Sugar	11.50
Corn Sugar	3.50
Stabilizer	0.35

100.00 lbs.

I might also give you our procedure in making our mix. We pasteurize at 165° for 30 minutes, cool to 140°, homogenize with 2 stage machine, 500 lbs. and 2500 lbs. and cool over surface cooler.

Any suggestions you can give us on how we can improve our mix or procedure will certainly be appreciated.

Answer

Your present mix is very well balanced and provides 12 per cent butterfat, 11 per cent serum solids, 15 per cent total sugar, and 0.35 per cent stabilizer.

To give you a 14 per cent mix that is well balanced I suggest the following:

Cream	35.00 lbs.
Dry skim milk	4.70 lbs.
Skim milk	44.95 lbs.
Cane sugar	11.50 lbs.
Corn sugar	3.50 lbs.
Stabilizer	0.35 lbs.

This gives you a mix containing 14 per cent fat, 10.5 per cent serum solids, so the ingredients will be the same as the mix you sent in for analysis.

Your processing appears to be satisfactory, except that I would not cool the mix back to 140° for homogenizing. I would homogenize at 165°, or if that gives you a cooked taste I would cool it back to 155 or 160, but not so low as 140° F.

High Fat Mixes?

Will you please recommend to us the best ingredients for making up the following ice cream mixes:

- 18% American Mix
- 18% French Mix
- 18% Chocolate Mix.

Answer

At this time I am giving you three mixes as you have requested. The French ice cream will contain 1.5 pounds of dried egg yolk in addition to the regular American formula. The chocolate I recommend that you use cocoa which tests around 22 per cent cocoa fat. I would also increase the sugar as you will note in the chocolate, and reduce the stabilizer.

	American	French	Chocolate
cocoa	0	0	3.5
40% cream	45.0	45.0	43.0
cond. skim	16.2	16.0	13.0
skim	22.6	21.4	22.35
sugar	16.0	16.0	18.0
stabilizer	0.2	0.2	0.15
dry egg yolk	0	1.4	0

You have not given me any indication as to what stabilizer you will use but with such high solids as you are going to have in these mixes, you would not use very much stabilizer. I am suggesting dry egg yolk in the French ice cream because it is easily handled and readily obtainable.

Formula for Diabetics?

Can you supply us with a good diabetic formula, also flavors best used in some.

Answer

Here is a formula for diabetic ice cream:

80.000 lbs. 20% cream
7.000 lbs. water
4.750 lbs. glycerine
6.000 dozen eggs
4 to 10 grams saccharin
4 to 8 ounces of vanilla
6.000 ounces of gelatin

This should be pasteurized and processed in the usual manner. You must be careful when adding other flavors that you do not add too much sugar. A coffee flavor, caramel flavor, or some extracts would produce suitable flavors in many cases without at the same time increasing the sugar content.

Storing In Cans?

We would appreciate your answer on advisability of freezing 40% cream, 10% sugared in regular frozen flavor cans—such as tins in which frozen strawberries are shipped.

Answer

You may process cream with sugar and store it in the frozen fruit cans but the frozen fruit cans must be absolutely free of any iron. In other words, the interior surface must be well-tinned. Otherwise, if the cream comes in contact with iron you will have an oxidized or metallic flavor which would be disastrous.

I would not take a chance on storing frozen cream in these cans unless I examined them very carefully. During the war quite

a number of people used cans for the second time with serious results.

It is not necessary to freeze cream with sugar except that the sugar does aid in defrosting. In putting up frozen cream be sure to pasteurize at 170-173° F. for at least ten minutes. Use nothing but very fresh milk and separate this into the cream and pasteurize as mentioned.

A Few Problems?

1. Is it possible to harden package ice cream in a deep freezer at the required temperatures.
2. What is the length of time package ice cream may be kept in a deep freezer at the required temperature, without losing its flavor and goodness?
3. At what temperature should ice cream packages be kept after coming out of the hardening box?
4. What is the difference in degrees that should be made between frozen custard and ice cream, both served from an ice cream cabinet?

Answer

I will answer your questions in the order in which you have asked them. It is possible to harden packaged ice cream in a deep freezer if the temperature is set low enough. Be sure that the inside of the deep freezer is at least -10 and do not stack the packages too close together until they are hardened.

Ice cream may be held in the deep freezer for a long time providing the temperature is at least -10. By a long time, I mean several weeks.

After taking out of the hardening box I would put in a cabinet no warmer than 5 degrees above zero.

Frozen custard and ice cream would be at the same temperature because both of them must conform to ice cream laws in your state. I would say five degrees above zero would be cold enough above the ordinary dishing or dispensing cabinet.



**THIS MARKS THE SPOT
WHERE A
GOOD BRAND IS SOLD**

**MODERN M-H OUTDOOR SIGNS POINT THE WAY—
DIRECT THE TRAFFIC—TO YOUR RETAIL OUTLETS!**

Modern M-H Outdoor Signs rate a top position and appropriation in your 1950 advertising budget. For a few pennies a day they point the way to YOUR BRAND and OUTLET. They're a MUST in any ice cream promotional program.

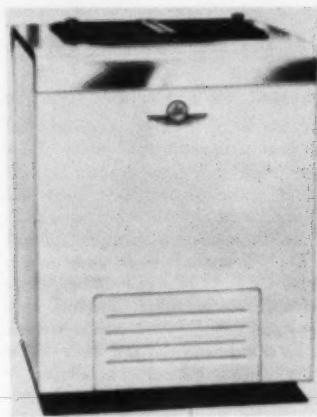
AND THEY'RE LOW IN COST, TOO! The all-purpose identification sign shown here does the work of a box electric sign... yet requires only 2-100 watt lamps. Top and bottom panels may be changed with removal of a few screws. It's surprisingly inexpensive in lots of 15 or more.

Get in touch with us today! We'll gladly work with you on the creation of new designs for outdoor signs, or in the modernization of older designs.

**MULHOLLAND HARPER
COMPANY**
SINCE 1909
METAL OUTDOOR ADVERTISING SIGNS
5820 TACONY STREET, PHILADELPHIA 24, PA.

New Products

ACE MODELS



The new line of ice cream storage cabinets manufactured by the Ace Cabinet Corporation features modern streamlined designs. A popular unit of the line is the model C-2-S10, small in size but with a ten-gallon capacity. The C-2-S10 has a one-piece stainless steel top with heavy gauge steel shell, fully rust-proofed. The outside is prime coated and baked enamel with a high gloss finish. The sides are flush for close fitting with other fixtures. (See accompanying photograph.)

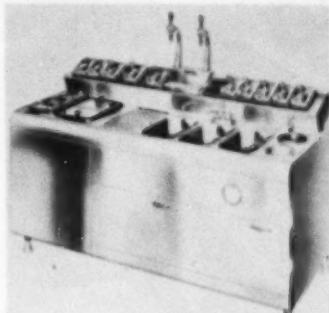
The hermetically sealed condensing unit is self-contained on a "glide-out" track for cleaning and servicing. Lids are flip-flop type with flexible hinge and reflector plate is of reinforced stainless steel.

For stores that require a large frozen food display cabinet, Ace has designed a new model called the ROGF. It is a combination low temperature remote model with a generous storage compartment below. It is made of one piece, all welded steel with heavy gauge exterior.

Five, full-color three dimensional photographs are set in the superstructure. The food compartment has an open top and a glass enclosed front for complete view of the contents. It is particularly suited for stores that want a storage cabinet as well as display, for the ROGF is a two-in-one unit with capacities up to 820 frozen food packages or 930 square ice cream packages.

STANLEY KNIGHT BOBTAIL 2

Stanley Knight announces a new 6'3" Bobtail. The unit contains seven syrup pumps and jars, one syrup pump and double jar, five crushed fruit jars, one spoon jar, two draft arms, and a sliding chipped ice pan over the bottle storage.



This unit also incorporates the new features recently announced by Stanley Knight on their 5'6" Bobtail: recessed corrugated drain area with separate drain, one piece deep-drawn stainless steel sinks, and fingertip drain controls mounted at the drain-overflow of each sink. All-steel welded construction, cork insulation, stainless steel linings with no exposed refrigeration coils, instantaneous water cooler, and one piece die-stamped stainless steel top

are a few of the many other Stanley Knight features. This Bobtail also has a new type adjustable aluminum leg for convenient levelling.

Model No. 6350 is for use with remote compressor; Model No. 6350-SC is a self-contained unit.

Literature is available from the Stanley Knight Corporation.

SWEDEN LITERATURE 3

A new method of making milk shakes and malts is described in a two-color folder being offered by the Sweden Freezer Manufacturing Company. Copy explains the workings of the "Frigidmixer way" of drawing shake mixture directly from the refrigerated machine. A photograph of the Frigidmixer is shown, together with its complete specifications.

The folder devotes the back page to a cost-figuring chart, with brief explanation of its use, plus an example for demonstration.

Ice cream freezing and dispensing equipment is the subject matter of a new eight-page, two-color catalogue also recently issued by the Sweden Freezer Manufacturing Company to give a comprehensive picture of the scope of the Sweden line of batch and continuous freezers.

Emphasis is on soft ice cream freezing and dispensing, with a page devoted to a discussion of food costs in the various methods of dispensing ice cream; however, the catalogue also shows the company's line of combination hardening-dispensing cabinets. The various models are illustrated by photographs of the machines, each accompanied by complete specifications.

Copies of these publications are available on request.

INFORMATION PLEASE

Your Firm Name _____

Address _____

Your Name _____

Your Title _____

To New Products Department,
Ice Cream Field
19 West 44 Street
New York 18, N. Y.

I would like to know more about the following New Products mentioned in the July issue.

(Print Identifying Numbers)

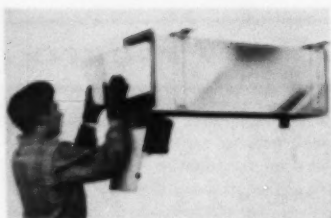
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REAR-LOAD BUNKER

4

As an aid to over-the-road refrigerated truck operators, Foster-Built Bunkers, Inc. has just developed a Dry Ice Truck Bunker with a rear loading feature. Designed to permit re-icing with Dry Ice without shifting a truck's load, the new bunker is said to be highly suited for vehicles on the highway for fifty hours or more at a stretch.

Holding four blocks of Dry Ice, the bunker effectively lowers the temperature within the truck interior; this is done by



having a sirocco-type fan force air along the length of a two-inch bottom duct, the air losing its heat from contact with the chilled top of the duct.

Weighing fifty-two pounds, the new bunker measures fifty-five inches in length, with a width of thirteen inches and a height of sixteen inches. Power for the six-volt fan is supplied by the truck's ignition system.

Full information on the rear-loading bunker may be obtained from Foster-Built Bunkers, Inc.

GRENADE FLAVOR

5

A new ice cream flavor conception which has been designated as Grenadier Black Sweet Cherry is now readied for the market through cooperation of dairy technological skills and merchandising facilities of G. P. Gundlach & Company.

The "Grenadier" black sweet cherry flavor, G. P. Gundlach, President of the Gundlach organization disclosed, was developed through joint careful research by his own laboratories and those of The Dairy Guild, voluntary association of firms engaged in the milk, dairy products and ice cream business throughout the United States.

Mr. Gundlach reported that "Grenadier" has been undergoing market presentations in various chosen sections of the country as a means to expedite consumer familiarity with the new flavor.

McHALE CUTTER

6

With the large consumer demand for pints, ice cream producers will be interested in McHale Manufacturing Company's quart-pack nut-roll cutter, offered as a solution to this merchandising problem, without the addition of special mould and packaging equipment.



The same plant personnel presently operating can handle cutting of quart rolls to pint sizes with this new equipment piece. All machine parts are stainless steel, removable for easy interchange and cleaning.

Additional details and literature are available on request from the manufacturer.

and always SERVED RIGHT from a

Stanley Knight

YOUR SODA SIR

OTHER STANLEY KNIGHT UNITS INCLUDE

Babblers Carbonators Counters
Back Bar Equipment Creamer Units
Luncheonette Equipment

Stanley Knight Corporation

3430 NORTH PULASKI ROAD • CHICAGO 31, ILLINOIS

Write for Complete
Stanley Knight Catalog

Yes, it's served right because a Stanley Knight is equipped to serve your sodas, sundaes, and the water too, at exactly the temperature that pleases your customers.

Three separate controls insure huge quantities of ice cold water, correct ice cream temperatures, and properly refrigerated syrups.

Beauty, sanitation and rugged construction are the keynotes of this advanced engineering that includes such features as: five inch floor clearance, sanitary sink section, instantaneous dry cooler, 34 inch working height, fitting strips between units, and many others.



Greater eye-appeal, more product visibility through full-length top opening, and increased refrigerating efficiency are reported to be outstanding features of the new 1951 Savage M-9 Merchandising Cabinet. This was disclosed recently by the Refrigeration Division of Savage Arms Corporation in announcing its all-new merchandiser.

A longer superstructure contains two full-color ice cream photographs lighted by two fluorescent tubes to tempt the impulse buyer. Ice cream and ice cream novelties in the cabinet are seen more readily through the full-length top opening, and self-service is easier. Of paramount interest to manufacturers are the three refrigerated partitions for increased primary refrigeration surface, assuring equal temperatures throughout the cabinet—so essential to maintaining ice cream body and flavor, according to the cabinet firm.

Other operating advantages of the 1951 Savage M-9 merchandiser, according to the manufacturer, include larger capacity, permanent hermetic seal against moisture infiltration, Underwriters' Laboratory Approved electrical equipment, and pull-out compressor for easy maintenance. Ice cream photographs and flavor strips are furnished with the cabinet. Casters are optional.

"PROFIT POINTERS"

8

Helpful information for the food industries is found in "Profit Pointers," new sixteen-page booklet just released by Batavia Body Company.

Fully illustrated with on-the-job photos, "Profit Pointers" takes up the problems of advertising, bigger payloads, public relations and quality control through proper refrigeration—as relating to the manufacturer, wholesale distributor and retailer levels. Special emphasis on creat-

ing good customer relations in delivery and in business contacts is given wide consideration.

Two editions of "Profit Pointers" are available, one for meat and frozen foods, and one relating to the dairy and ice cream fields. Free copies are available from the Batavia Body Company.

HOOTON FLAVORCOAT

9

Hooton Chocolate Company has introduced its "Flavorcoat" pail coating for

ice cream bars and novelties. Advantages of Flavorcoat, the Hooton Company says, are its chocolate liquor base blended to satisfy discriminating tastes, resistance to cracking and chipping, and fast setting which accelerates production.

The Hooton Company's line comprises chocolate liquors to meet all requirements for flavor and color: mixtures of chocolate liquors and cocoa powders, cocoa powders, blended powders and special flavors for individual needs backed by experience since 1897.

ZEROLL

REG. U.S. PAT. OFF. DES. IN CANADA
ICE CREAM DIPPER

The high-speed commercial dipper. Completely self-defrosting. Releases portion instantly when touched to dish.



Sizes
12, 16, 20,
24, 30.
Price \$2.40
each f.o.b.
Toledo, Ohio.

NUROLL

REG. U.S. PAT. OFF.
Desserts Type - Non-Mechanical
ICE CREAM DIPPER

The low-priced dipper for home users. A great sales promotion item for bulk ice cream.



Sizes
16, 20, 24.
List price
\$1.35 ea.
f.o.b.
Toledo, Ohio.

BULKROLL

REG. U.S. PAT. OFF.
Non-Mechanical - Heavy Duty
ICE CREAM DIPPER

A giant dipper for lad-dipping ice cream from bulk can into hand-packed pints and quarts. Checks compression losses in hand-packing.



Price
\$1.50 ea.
f.o.b.
Toledo, Ohio.

TRANSFER SPADE

A Zeroll Product

A strong, perfectly balanced tool for transferring ice cream from one bulk container to another.



Price
\$1.50 ea.
f.o.b.
Toledo, Ohio.

Nuroll Deal Sells Continuing Big Volume To TV Audiences

The response was instantaneous and terrific when one well known ice cream manufacturer advertised a Nuroll Dipper Deal on the television screens in his area. He is selling continuing and increasing big volume of take home bulk units. Television is making a vast new market for ice cream in the home. Start now with your Nuroll Dipper Deal. Don't cheapen the idea by offering a make-shift dipper—it will back-fire. The new low wholesale price of Nuroll Dippers makes it the cheapest you can afford to offer.



• We supply free—in limited quantity—this beautiful display card, mats for newspaper and hand bill advertising and at nominal cost a recipe leaflet of home made sundaes. Display the flashy card with the beautiful Nuroll Dipper mounted on it and your sale offer lettered in the spaces left blank for that purpose. Everybody who sees its wants the dipper — buys ice cream.

Send In Old Dippers For Reconditioning

All pre-war Zeroll dippers and any others that have had hard usage should be refinished, refilled with defrosting material and conditioned for continued use. The cost is small. Send them in or write.

ROLDIP

REG. U.S. PAT. OFF.
REG. IN CANADA



A coined word suggestive of the manner with which Zeroll, Nuroll and Bulkroll dippers cut and roll the portion, automatically measuring it, avoiding compression and shrinkage loss, the wasteful "skirt" and over-servings.

THE ZEROLL COMPANY
2410 Robinwood Ave., Toledo 10, Ohio
Copyright 1950 The Zeroll Company

Hudson's
VANILLAS



Hudson Manufacturing Co.
118 NORTH UNION AVE., CHICAGO 6, U.S.A.

Finest Vanillas for Over 60 Years

McGraw
CONCENTRATE EMULSER
"for the finest in ice cream"

McGRAW CHEMICAL COMPANY
831 SOUTH WABASH AVE., CHICAGO 5, ILLINOIS

BURTONITE PRODUCTS 10

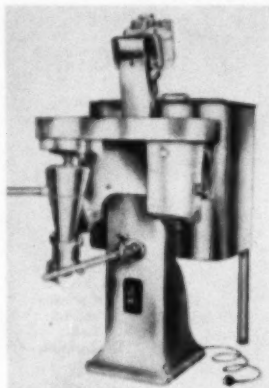
The Burtonite Company has developed two new products for the trade. One is the V-2-E stabilizer, a pure, wholly-edible vegetable gum in dry powdered form that is 100 per cent soluble in cold or hot mixes. The other is the E-7-E liquid emulsifier, a pure, completely non-toxic product that is derived from hydrogenated dextrose. Additional information is available from the manufacturer.

STAROMATIC HOMOGENIZER 11

The Staromatic Division of the Star Metal Manufacturing Company has developed a high-speed homogenizer for ice cream manufacturers, dairy processors, and for use in other industries.

The homogenizer consists of a high-speed centrifugal driven by an electric motor, a stainless steel feed tank connected to the homogenizer by a sanitary plastic tube and equipped with agitator controlled by a separate switch, all mounted on a solid cast aluminum base finished in white baked enamel. The base may be bolted to the floor (outlet spout will clear a ten gallon milk can) or to a mezzanine of platform to suit the user.

According to the manufacturer, the homogenizer disassembles in one minute and all parts coming in contact with the mix or milk are immediately accessible and easily cleaned.



Additional information about the Staromatic Homogenizer, pictured above, is available from the manufacturer.

PENNCO MODEL "D" 12

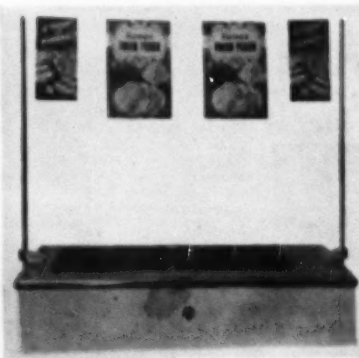
Control of the storage temperature of

ingredients through an adjustable grill bottom is provided in the new model "D" Bob-ette Syrup and Crushed Fruit Dispenser, manufactured by United Sound and Signal Company, Inc., and distributed nationally by Pennco, Inc.

The Model "D" Bob-ette dispenser embodies a non-breakable plastic milk compartment cover; a larger and more resilient tubular gasket for sealing the unit to the ice cream cabinet, and newly-designed syrup pumps with extra-long spouts for added convenience in use. Double-layer insulation sheathed in a metal "sandwich" is also now being used to assure low storage temperatures under the most adverse conditions.

The Bob-ette unit itself makes it possible for a "dry" stop to serve milk drinks and sundaes as it fits into the collar of the chest-type ice cream cabinet and provides storage space for two flavors of syrup, four sundae toppings, and six quarts of milk.

New "how-to-use-it" literature on the Bob-ette unit has been prepared for the use of ice cream manufacturers' sales departments, and is now available upon request.



CLAMP-ON PIPE UNITS

for displaying your material at the Point of PURCHASE.

Photo at right shows our PATENTED CASTINGS used at top and bottom of cabinet. Adjustable for all sizes. Write for information and prices.

J. E. CULVER CO.

4302 Chicago Ave.

Minneapolis 7, Minn.



SANITATION BOOKLET 13

Demand for the Sanitation Specifications Booklet, which covers the construction and installation of soda fountains and luncheonette equipment from a sanitation standpoint, has exceeded all expectations, reports Carl J. Palmer, Executive Secretary of the Soda Fountain Manufacturers Association.

The original printing was quickly exhausted, but a reprint is off the press and free copies are again available for all those interested.

BULLETIN G-460 14

Cherry-Burrell Corporation has issued its Bulletin G-460, describing the firm's line of factory-type weight cans and receiving vats. Copies of this publication are available on request.

KOLD-HOLD BAGS 15

Whitney Bros., Inc. has developed a new insulated bag designed to help ice cream manufacturers build gallonage through increased take-home sales.

The Kold-Hold insulated bag is white and lends itself to a wide range of printing possibilities, the manufacturer reports. Names, trade-marks, and advertisements are easily imprinted on the bags.

The bag itself will keep ice cream in a firm condition for the average shopping tour, according to the firm. The bags are available in numerous sizes. They are not bulky and do not require much storage space.

Several territories are open for distributors or sales representatives, the manufacturer states.



DIXIE IMPRINTS 16

Dixie Cup Company announces a new line of imprint designs that is aimed at

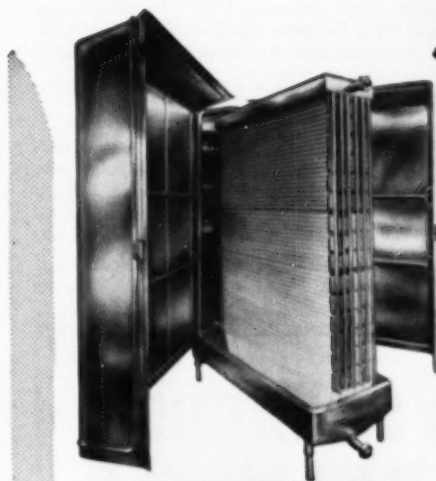


providing attractive, personalized containers for ice cream and other dairy product manufacturers.

A wide variety of designs makes it possible for the individual user to make a choice that is particularly suited to his taste and requirements. Each design is available in a number of different sizes.

The use of an imprint design, the company points out, permits a manufacturer or packer to have an appropriately printed container bearing his own name at less than it would cost him to have his containers specially designed.

Additional information may be had from the Dixie Cup Company.



Mojonnier Model 8-6-60
Compact Cooler in large
West Coast plant.

how cold is COLD MIX?

With direct ammonia you can cool ice cream mix to icy-cold temperatures with less power, less cooling surface and without intermediate equipment—get a better product at an over-all saving in cost!

Mojonnier Direct Ammonia Compact Coolers have other major advantages you'll want to know about. Complete information is contained in Bulletin 180. Write for it today.

MOJONNIER BROS. CO., 4601 W. OHIO ST., CHICAGO 44, ILLINOIS

Mojonnier

DIRECT AMMONIA

COMPACT COOLERS

MOJONNIER WIDELY USED ENGINEERED EQUIPMENT INCLUDES: VACUUM PANS • TESTERS • COLD-WALL TANKS • CONVEYORS
TUBULAR HEATERS AND COOLERS • EVAPORATORS • FILLERS • CASE WASHERS • PRODUCERS COLD-WALL TANKS • CUT-WRAP
MACHINES • PROCESSED CHEESE KETTLES • OVERRUN TESTERS • BALANCE TANKS • BUTTER PRINT SCALES • CULTURE CONTROLLERS



people

QUALITY CHEKD NAMES QUITTER



H. A. QUITTER

The appointment of Harold A. Quitter as director of merchandising for the Quality Chekd Association has just been announced by Harlie F. Zimmerman, managing director of the association.

Mr. Quitter has been associated with the Bowman Dairy Company since 1944 as merchandising manager and the director of their sales training school.

He will handle all phases of merchandising for the Quality Chekd line of dairy products, including ice cream, milk, butter, cheese, etc. In addition to this work on the association's general program, he will also be available for consultation with association

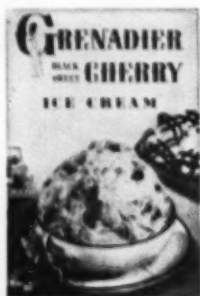
member companies on their individual merchandising and promotion problems.

Mr. Quitter's entire business life has been devoted to the merchandising and selling of ice cream, milk and other dairy products. He has been associated with the dairy industry for twenty-six years, spending thirteen years in the fluid milk field and thirteen years in the ice cream field. His career started with the Hiland Dairy Company, Newport, Kentucky in 1924. He was later associated with the French-Bauer Company of Cincinnati, Ohio, for eleven years.

POWELL JOINS AMERICAN HOME FOODS

Louis C. Powell, formerly an Industrial Sales Manager with General Foods, has joined American Home Foods, Inc., as Manager of institutional and industrial sales, according to E. Loyd Dosch, Executive Vice President.

Mr. Powell will be located at the New York headquarters of American Home Foods, Inc.



GRENADIER BLACK SWEET CHERRY ICE CREAM

A superb black sweet cherry ice cream created by the originators of "Whitehouse" Cherry. Gorgeous full color promotional material available. Also, Genuine "Grenadier" Black Sweet Cherries.

WRITE, WIRE OR PHONE FOR DETAILS

1201-1207
WEST EIGHTH ST.

G. P. GUNDLACH & CO.

BOX "A"
CINCINNATI 3, O.

"Servants To The Dairy Industry"

S. H. MAHONEY FIRM CELEBRATES 12TH ANNIVERSARY



SALLY MAHONEY

Congratulations of the industry are extended to the S. H. Mahoney Extract Company of Chicago on the occasion of the firm's twelfth anniversary of business activity.

The firm, which was organized in 1938, manufactures Van-Sal Vanillas for ice cream manufacturers.

The company, and particularly its head, Sally Mahoney, also have achieved recognition as being leaders in the search for progressive merchandising procedures to help increase ice cream sales.

TRADE GROUP ELECTS HIBBEN

Robert C. Hibben, Executive Secretary of the International Association of Ice Cream Manufacturers has just been elected President of Washington Trade Association Executives. Mr. Hibben has served on various committees of this group, and has been Vice President for the past two years. W.T.A.E., composed of some 400 trade association executives located in Washington, is a local chapter of the American Trade Association Executives.

Mr. Hibben was the guest of the Canadian Government at the Canadian International Trade Fair in Toronto on June 5 and 6. He was chosen among ten representatives of the American Trade Association Executives to represent the United States at this Fair.

Included in the two-day program was a dinner given to the secretaries by the local trade association secretary of Ontario, which was attended by President T. M. Bauland (Borden Company) and Executive Secretary Walter Fetterly of the Ontario Association of Ice Cream Manufacturers.

RICHARDS TO HEAD PMA DAIRY BRANCH

Appointment of Preston Richards as director of the Dairy Branch, Production and Marketing Administration of the United States Department of Agriculture, was announced recently by Ralph S. Trigg, PMA Administrator.

Philip E. Nelson, who has headed the Dairy Branch since October 1948, is transferring to the PMA Administrator's Office as special Assistant to Administrator Trigg.

NEW SALES SET-UP FOR KOLD-HOLD

In a move designed to provide more direct and efficient contact with jobbers, service engineers and customers, the Kold-Hold Manufacturing Company of Lansing, Michigan has announced a complete reorganization of its sales department.

Each type of product manufactured by the company is now to be handled through its own sales department under a separate sales manager, according to J. R. Tranter, President.



J. R. TEPPER

General Sales Manager of the entire organization is J. R. Tepfer, well known figure in refrigeration circles. E. A. Thiele, who has been Vice-President in Charge of Sales for Kold-Hold the past ten years, is now Vice-President in charge of Special Product Development. Others named to key positions are C. K. Davis as Refrigerations Sales Manager, C. P. Yoder to the Post of Platecoil Sales Manager, and T. O. Lester as Sales Assistant to Mr. Thiele. Mr. Tranter will have direct charge of the company's radiant baseboard project.

Mr. Tepfer comes to Kold-Hold from the Lonergan Manufacturing Company where he has been General Sales Manager for the past two years. Previous to that he spent ten years with the Gibson Refrigerator Company and seven years with the Mayflower Refrigeration Corporation.

BOSTON UNIVERSITY DEGREE TO JOHNSON

Edwin C. Johnson, President of the H. A. Johnson Company, and past President of the Boston Chamber of Commerce, was the recipient of an honorary degree at the Boston University commencement exercises on June 5.

The citation read: "Edwin Clifford Johnson of Wellesley Hills, Massachusetts, President of H. A. Johnson Company, immediate past President of the Boston Chamber of Commerce; a man of exemplary life and abstemious habits, fulfilling the scriptural injunction: Not slothful in business; fervent in spirit; serving the Lord—I confer upon you Boston University's honorary degree of Doctor of Commercial Science."

REACH IN BULK STORAGE



Sectional — Compact —
Efficient — Economical —
Holds 225 Gal. at Zero.

"RECO-FAB" FROST-VAULT

HEAVY DUTY, LOW TEMPERATURE METALPLY VAULTS

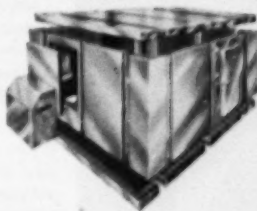
- ANY LENGTHS TO 120 FEET.
- WIDTHS OF 8, 12 & 16 FEET.
- HEIGHTS 8, 10 & 12 FEET
- INSULATION 4, 6, 8 & 10 INCHES

(REFRIGERATION ENGINEERING CORP.)

RECO PRODUCTS DIVISION

2020 NAUDAIN STREET, PHILA. 46 PENNA

WALK IN MODELS



For Ice Cream Storage
and Hardening as Low
As minus 25.

*A standing invitation
to take your troubles to*

American Food's TASTE AND TEXTURE CLINIC

Dedicated to the improvement of your products and lower production costs

American Food Laboratories, Inc., 680 Atlantic Avenue, Brooklyn 17, N. Y.

WHITTIER CONSULTANT AT DAIRY CONFERENCE

Earle O. Whittier, assistant head of the Division of Dairy Products Research Laboratories, Bureau of Dairy Industry, will serve as dairy technology consultant for the United States at an international dairy conference in England, July 10 to 22, the United States Department of Agriculture has announced.

The conference will take place at the National Institute for Research in Dairying at Shinfield, Reading, and is under the auspices of the Food and Agriculture Organization of the United Nations.

The purpose of the conference, according to Mr. Whittier, is to promote a free and informal discussion on problems relating to the technology of handling milk and milk products in western European countries.

Some of the topics listed for discussion are: Quality control of new milk supplies, heat treatment of milk and physical equipment necessary for heat treatment, refrigeration of milk, dairy buildings, and aspects of dried milk production.

FRANCE E. KELLOGG DIES

France E. Kellogg, sixty-eight, co-founder of the France E. Kellogg Company, Milwaukee, Wisconsin, vanilla firm, died June 8 in Burlington, Wisconsin.

Mr. Kellogg, who retired three years ago because of a heart ailment, was born in Mukwonago, Wisconsin, July 2, 1882. He founded the Kellogg Ice Cream Company of Burlington, Wisconsin, in 1918, which company is now a subsidiary of the Pet Milk Company and operates at the Pet Ice Cream Company. In 1935 he co-founded the vanilla firm in Milwaukee bearing his name. His son, Don Kellogg, continues his association with that company.

HOWARD JOHNSON GETS COLLEGE POST



HOWARD JOHNSON

Mr. Johnson lives at 1063 Metropolitan Road, in Milton, Massachusetts.

Howard D. Johnson, President of the Howard Johnson Company, Wollaston, Massachusetts, has been elected a member of the Board of Trustees of Briarcliff Junior College, Briarcliff Manor, New York.

Dr. Ordway Tead, Chairman of the Board, made this announcement after a recent meeting of the Trustees Executive Committee.

GUTHRIE HEADS FRIGIDAIRE BRANCH

A new Frigidaire Sales Corporation Branch is being opened in Milwaukee, forming the hub of extensive sales operations in Wisconsin, the upper peninsula of Michigan, and segments of Minnesota and Iowa, according to H. T. Mattern, manager of Frigidaire's Central Region.

Heading the extensive Milwaukee operation is Paul W. Guthrie, former comptroller of the Chicago Branch of the Frigidaire Sales corporation, who has been promoted to manager of the new Branch by Mr. Mattern.

The regional sales head in Dayton said that the Milwaukee Branch is taking up permanent occupancy of a new building, now in the final stages of construction, at 811 East Vienna Avenue. The new branch headquarters, a one-story brick structure, contains general sales and service offices, a warehouse with loading docks and railroad siding, a parts department and other facilities necessary to a vast operation of the size and scope of the new branch.

Mr. Mattern pointed out that the Milwaukee Branch is being set up to better serve Frigidaire dealers and their customers by expediting the huge distribution job in the area, including the details of shipping, parts orders and other matters closely related to the operation. In the past, the activity has been conducted by the Chicago Branch. "The extent of the territory more than justifies establishing a separate branch in Milwaukee, which is an indication of the great importance that Frigidaire attaches to this market," Mr. Mattern declared.

The new branch manager, Mr. Guthrie, has an extensive background and broad experience in the sales field, having been associated with Frigidaire for twenty-one years. In 1929 he started as assistant comptroller for a large Chicago distributor. Later, he was named comptroller of the Chicago Branch, remaining in the post for 15 years and until his current promotion.

Other new appointments for the Milwaukee Branch were also announced by Mr. Mattern. J. G. Sauvé, appliance sales manager working out of the Chicago Branch, has been promoted to general sales manager under Mr. Guthrie. Starting with Frigidaire in 1932, Mr. Sauvé served as office distribution manager and district representative of the Chicago Branch.

Other include: William A. Messersmith, transferred from the Fort Worth Branch and promoted to Milwaukee Branch comptroller; John J. Murphy, of the Chicago Branch sales promotion department, promoted to sales promotion manager; J. E. McMahon, Chicago Branch service representative, promoted to service manager, and C. J. Gruetzmacher, formerly of the Chicago Branch to commercial sales manager.

***No charge for any of the following services:**

- (a) Analyses and new product development
- (b) Reformulation of your product and its ingredients
- (c) Practical application of latest scientific progress
- (d) Advisory service on the use of the following tested and approved products



FLAVORS

Vanilla Extracts and Powders
Pure Coffee Concentrate
True and Synthetic Fruits

STABILIZERS

Formula S-233
STA-VEL for Ice Cream
STA-VEL for Fruits

EMULSIFIERS

MARCOID (Liquid)
WILCOID (Powder)
CONCENTRATE "A" (Plastic)

**TASTE AND TEXTURE
CLINIC**

Also **FOOD SPECIALTIES** such as VEL-MARSH Marshmallow Powder

HONOLULU HOLIDAY FOR PARKER

Barney Parker, executive of Drumstick, Inc., was reported enjoying a well-earned vacation on the shores of Waikiki Beach in the Hawaiian Islands. A note from Mr. Parker says: "With Mr. Big and Drumsticks selling like they do on these islands and Waikiki Beach too, why should I ever come home?"

MYERS HEADS RECO SALES DEPARTMENT



MAX A. MYERS

Reco Products Division of Refrigeration Engineering Corporation, Philadelphia, has announced the appointment of Max A. Myers as Sales Manager over all domestic sales. Mr. Myers will concentrate his activities initially in setting up a nationwide distribution system for the company's new Frosti-Stik Freezers for manufacturing frozen confections, and in distribution of Reco-Fab Frosti-Vaults, the firm's prefabricated, sectional Walk-Ins and Reach-Ins.

Mr. Myers was, from 1942 until April of this year, District Manager for Uniflow Manufacturing Company, of Erie, Pennsylvania, where he helped direct and formulate the merchandising programs and policies that made Uniflow one of the world's largest manufacturers of beer dispensing equipment.

CHICAGO STAINLESS PROMOTES BREITZKE



B. BREITZKE

Burnell O. Breitzke has been appointed General Manager of Chicago Stainless Equipment Corporation, manufacturers of stainless steel equipment for the Dairy and Food Industries.

The appointment was made by J. E. Mistarz, President of the corporation.

Mr. Breitzke has been with the firm since 1945 in the capacity of Sales and Design Engineer until his recent appointment.

VILTER APPOINTS FULLERTON

The Vilter Manufacturing Company of Milwaukee announces that it has appointed Wallace W. Fullerton to its Philadelphia Office as District Manager to supervise the territory in Direct and Distributor Sales of the company's line of refrigeration and air conditioning equipment.

Mr. Fullerton has been active in the eastern states in dairy, frozen foods, brewing and cold storage industry refrigeration sales since 1931 and brings a wealth of experience to the Philadelphia Area.

Born and raised in Newton, Massachusetts, he will reside in Philadelphia with his wife and three children.

Forget Something?

There's a reminder on Page 17.

SALES EXECUTIVE CLUB ELECTS DOSCHER

Fen K. Doscher, Vice President in charge of sales, Lily-Tulip Cup Corporation, was reelected President of the Sales Executive Club of New York at the Club's annual meeting at the Hotel Roosevelt, May 16.

Mr. Doscher was also elected to the Board of Directors of Advertising Club.



FEN K. DOSCHER

R. C. HARMON HONORED

R. C. Harmon, who for many years has been associated with the Simmons and Hammond Manufacturing Company and the General Ice Cream Corporation, as Manager of the Waterville, Maine plant, and for the past eight years, as Manager of the Bangor, Maine Plant, is retiring from active service with the company, and was the guest of honor at a farewell party held at Lucerne-in-Maine on June 24th.

Mr. Harmon was presented with several gifts from the employees of the Bangor Plant, the Maine Division Sales personnel, and some supply men who have been associated with Mr. Harmon for many years in their various capacities as suppliers of products used in the ice cream industry.

V. F. Hovey, President of General Ice Cream Corporation, Schenectady, New York, attended the party and was the principal speaker.

CLINTON FOODS SALES POST TO ALDERSON

The appointment of Ed. C. Alderson as General Sales Manager of the Central Division of Clinton Foods Corn Processing Division, with headquarters in Chicago, was announced recently by Carl Whiteman, Clinton Vice President in charge of sales and advertising.

The Central Division to be managed by Mr. Alderson is a new one within the Clinton organization and embraces the states of North Dakota, South Dakota, Minnesota, Wisconsin, Nebraska, Iowa, Indiana, Ohio, Michigan, Kentucky, Northern Illinois, Eastern Montana, Pittsburgh area of Pennsylvania, and most of West Virginia. There will be no changes in the sales organization as now constituted in this territory.

Ed Alderson came to Clinton Foods from the Kellogg Company of Battle Creek, Michigan, in 1935, starting in Minneapolis where he opened the first Clinton Foods district sales office. In this capacity he handled all Clinton products for the states of Minnesota, North Dakota, South Dakota, Nebraska and Wisconsin. In 1947 he was transferred to the main plant at Clinton as national sales manager of corn syrup and corn sugar (dextrose).

He is widely and favorably known throughout the country in the candy, textile, paper, corrugating, brewing, baking and food industries.

The principal products with which Mr. Alderson will be concerned are corn starch, corn syrup, dextrose sugar, lactic acid and crude corn sugars.

ATLAS "Col Snac" ICE CREAM BAR-ON-A-STICK VENDOR

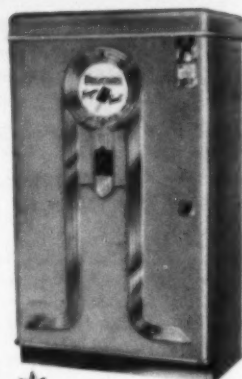
The ONLY Merchandiser
With ALL The Practical
Features That Mean
Maximum Sales With
Minimum Investment!

- No additional Packaging!
- Completely Automatic!
- Extra Big Capacity!
- Slug Rejection Standard!
- Quick Loading!
- Right Temperature Always!
- Light Where It's Needed!

- PLUS—big compressor equipped with service valves for on-the-spot service—easily accessible mechanism—stainless steel contamination proof liners and working parts—many other exclusive features.

Write Today!

ATLAS TOOL & MFG. CO. 5147 Natural Bridge Blvd.
St. Louis 13, Missouri



Purchasers of 10 or more ColSnac Vendors will get help from Atlas Field Representatives without charge in securing profitable locations.

HONORARY DEGREE TO STALEY

An honorary doctor of letters degree was conferred on A. E. Staley, Jr., President of the A. E. Staley Manufacturing Company, corn and soybean processor, at the James Millikin University commencement program June 5.

A graduate of the University of Pennsylvania in 1925, Mr. Staley has been President of the corn and soybean processing company since 1932. He served as deputy chief of the W.P.B. food branch in 1942, and was chief of the Economic Cooperation administration mission to Norway in 1948 and 1949.

"We are honoring Mr. Staley because he is Decatur's No. 1 citizen and because he is President of a company which means everything to Decatur," Dr. J. Walter Malone, Millikin, President, said in conferring the degree.

STEIN, HALL APPOINTS NUTTALL

Morris S. Rosenthal, President of Stein, Hall & Company, Inc., announces the appointment of Norman Nuttall as Assistant Technical Director of Stein, Hall & Company, Inc.

Mr. Nuttall joined Stein, Hall in March, 1940 and was assigned to the Charlotte, North Carolina Laboratory and performed technical sales work in the various Southern textile mills.

He joined the 38th Infantry Division of the U. S. Army in March, 1942 as 2nd Lieutenant and was honorably discharged in February, 1946 with the rank of Major.

He rejoined Stein, Hall in Charlotte as a Technical Salesman and was transferred to the home office in New York in August, 1946 and assigned to the Technical Division. In October, 1948, he joined the Paper Department as a Technical Salesman. In March, 1949, he was made Manager of the Textile Department.

Preparations Are Underway For 17th Dairy Exposition

PREPARATIONS for the 17th Dairy Industries Exposition, exhibitor-staged and exhibitor-managed and larger and more comprehensive this year than ever before, are being steadily refined by several DISA committee appointed by K. L. Wallace, President of Dairy Industries Supply Association.

The Exposition co-incides with annual convention of Milk Industry Foundation and International Association of Ice Cream Manufacturers, and will be held in Atlantic City, New Jersey, during the week of October 16 to 21.

One of the committees, a liaison Committee on Attendance, is doing a "sampling" poll of dairy processors from coast to coast to determine what they most desire to see at the Exposition and what suggestions they have for improving the Show. Seven hundred inquiries are being made of a cross-section of the processing industry, selected on four counts: geographical location, size of operation, products made and individual's responsibility in a company.

The representative processors are being polled on how many from their plants plan to attend; how much time these visitors expect to spend at the Show; displays of what products or methods will interest them most; reasons for attending (other than as

these shall already have been indicated) and what they consider are the chief values of the Show broadly to the industry.

The climaxing item of the poll is: "What are your suggestions for further improvement of the Show?"

"We are earnestly seeking a frank expression of opinion," a Committee spokesman said. "Over the course of the years we have gathered considerable oral information as to what the processors most benefit from at the Show, but our present inquiry is made more scientifically. We are greatly interested in the responses and are confident they will be constructive."

He continued: "This Seventeenth Big Show will go farther toward comprehensive perfection than anything which DISA has presented before. Roberts Everett, our Exposition Manager, recently reported the addition of "half a football field" of effective display and other area, for our 1950 use, to what two years ago was considered the maximum of adaptable space in the great boardwalk Convention Hall in Atlantic City. The Show will utilize this year approximately seven acres of floor."

The same committee has been responsible for the slogan which has been adopted for the Show: *Meet Your Competition*.

"All fields have passed from a postwar sellers' market to a

Print Your Own! SHOW CARDS
& POSTERS



★ THE "SIGNPRESS" ★
Show Card and Poster Machine

You can produce four-color posters and embossed signs quickly and inexpensively in your own plant. Signs that TELL and SELL . . . Any Boy or Girl can operate it. Write for circular and samples.
DISPLAY EQUIPMENT COMPANY, Box W 144, Adrian, Mich.

Whatever your **CHOCOLATE** needs
B.B.B. is your Best Buy!

Write for generous, convincing samples of
COCOAS • COATINGS • LIQUORS • BLENDS OF
COCOA AND LIQUOR FOR THE ICE CREAM TRADE

BLUMENTHAL BROTHERS

Margaret & James Sts., Phila. 37, Pa.

1950—OUR GOLDEN ANNIVERSARY YEAR

buyers' market," the Committee's spokesman explained. "This is true for the processor as well as the equipper and supplier. In choosing "Meet Your Competition" as a slogan for the world's largest industrial exposition of 1950, our Committee takes this into consideration. Exhibitors will meet competing exhibitors on the open floor. Processors will meet their competitors in the booths and aisles. Still more important, processors will find in the exhibits the means of modernizing and improving their facilities and operations so that their business will be able to meet an existing and continuing stiff competition for public favor."

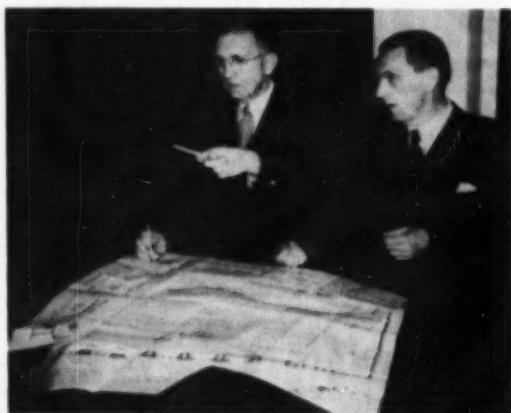
The liaison Attendance Committee for the Show comprises: Chairman, S. E. Crofts of the Batavia Body Company; N. D. Grasty, The Crown Cork and Seal Company; F. G. Jones, The Creamery Package Company; L. Z. Mathany, Foote & Jenks, Inc.; George W. Peck, Thatcher Glass Manufacturing Company, Inc.; Rex Paxton, Sutherland Paper Company; and William S. Stinson, Cherry-Burrell Corporation.

Announcement of DISA's committee structure which will carry in the organization's current administrative year the load of the forthcoming Exposition as well as of DISA's many other activities, also was made through the Washington headquarters by Mr. Wallace.

"When all appointments are completed," Mr. Wallace said, "there will be 200 men, key figures in various capacities in dairy industrial supply and equipment companies, serving the Association in stated ways. Theirs are not routine appointments, in which a man simply lends his name to an organization. DISA committee men help plan and carry through DISA's work."

Meanwhile, progress of research being undertaken by holders of the DISA Fellowship grants to winners of the Collegiate Students' International Contest in Judging Dairy Products was reported by DISA, which awards the grants and, with the American Dairy Science Association (ADSA), sponsors the contest itself.

"Because both winners of the 1949 Fellowships were ready for graduate work in January," a DISA spokesman said, "we



A. H. SKEAN (left), director of Atlantic City's Convention Bureau, and Roberts Everett, manager of the Dairy Industries Exposition, inspect blueprints of the resort town's Convention Hall, searching for sufficient space for the October show. The result? An increase in usable area in 1950 as compared to 1948 equivalent to roughly half a football field.

THE 1950 DAIRY INDUSTRIES EXPOSITION

Most dairy industry personnel, and some persons from related fields, may attend the show in Atlantic City, October 16 to 21. The general public is NOT admitted. Most persons qualified to enter the Show enter FREE. Others have to pay varying admission charges. Identification by registration is an admission requisite.

YOU

May Enter the Show FREE if—

- You are a dairy processor.
- You are a dairy educator, a public official concerned with dairy industrial matters, non-commercial dairy technologist or sanitarian.
- You are a paid-up member outside the United States and Canada Dairy Industries Society, International.
- You are a direct employee of, and so certified by, an exhibiting company.
- You are a dairy industrial supply and equipment jobber or his direct employee, certified for entry by an exhibiting company.

YOU

Pay for Admission at Rates Varying Uniformly if—

- You are a representative of a non-exhibiting supply or equipment firm.

If you are uncertain of your eligibility for admission or of the exact admission conditions which in a given category apply to you as an eligible please write to DISA, 1108 16th Street, N. W., Washington 6, D. C. before October or else wire to Dairy Industries Exposition, Convention Hall, Atlantic City after October 1.

have two years' projects in process at the same time—an unusual situation."

Donald R. Moore of Michigan State College and William E. Schiffermiller of Ohio State University, 1948 winners, are completing their year of research and graduate study at the University of Illinois and at Michigan State College, respectively, the DISA spokesman explained. Both are working on problems of sanitation in milk plants. Their findings will be made available to the entire dairy industry, as have been those of the sixty-one former Fellowship holders.

Of the two 1949 winners, Dee M. Graham of Mississippi State College is working at Iowa State College on an investigation into the activity of bacteriophage and sensitive organism populations in multiple strain cheese cultures. Because of the importance of this work to public health, the National Institute of Health has given to the College a \$10,000 grant to implement the work further.

Roger W. Hunt of the University of Connecticut is trying to determine whether the application of an electrical current during the flow of milk through a processing plant would help eliminate oxidized flavor. His work is being done at the University of Massachusetts.

IAICM Convention Sessions Set

THE announcement of the scheduled sessions for the 46th annual convention of the International Association of Ice Cream Manufacturers to be held in Atlantic City, New Jersey, October 18, 19, and 20, has been made public.

The International will have as its headquarters the Hotel Traymore together with the Shelburne, Dennis and Madison as official auxiliary hotels.

The first session will be a Joint General Session conducted by the Milk Industry Foundation and the International Association of Ice Cream Manufacturers, to be held on Wednesday morning, October 18. Concurrent sessions, under the auspices

TO INCREASE GALLONAGE, FEATURE:

"CROWN" sunpak STRAWBERRIES

Far famed Crown sunpak ice cream strawberries come to you in number 10 tins. Fresh and delicious in all their natural taste and richness. Sweetened ready for use.

CHERRIES for

WHITE MOUNTAIN Ice Cream—contains NO sulphur or Benzoate of Soda. Available in minced, whole and broken, sliced, crushed in natural or maraschino flavor, also black cherries.

TRUE FRUIT PEACH EXTRACT No. 100

Prepared from entire fruit, all natural flavor retained. In gallon containers.

BLACK RASPBERRY PUREE

Choice Northwestern fruit specially processed and seeded. In No. 10 tins.

Write today—prices and details ready

MAX AMS — H. BARON DIVISION AIRLINE FOODS CORPORATION

1130 West Elizabeth Avenue Linden, N. J.

of the Production and Laboratory Council, the Controllers' Council, and the International's affiliate, the Ice Cream Merchandising Institute, will be held in the afternoon.

On Thursday the General Session of the International will also be held in the morning with concurrent afternoon sessions.

On Friday the General Session, under the auspices of the Ice Cream Merchandising Institute, will be held in the afternoon with concurrent morning sessions.

The Annual Banquet will be held on Thursday, October 19, in the Ballroom of Convention Hall.

As a post-convention activity, another cruise has been planned for all those attending the Atlantic City Convention—active and associate members and guests. The President's post-convention tour to Hawaii was so successful in winding up activities of the 45th Annual Convention at Los Angeles that the International is undertaking a trip aboard the Queen of Bermuda which sails Saturday, October 21, following the close of Convention activities to Bermuda and returns to New York on Friday, November 3. All information on the cruise can be secured from the International offices, 1105 Barr Building, Washington 6, D. C.

The site of the Spring Board of Directors' meeting of the International Association of Ice Cream Manufacturers was the Hotel Greenbrier at White Sulphur Springs, West Virginia. Affiliated association officers and secretaries also participated.

On May 20, the Public Relations Advisory Committee met to consider the three way industry program being carried on through the International's Public Relations activities, the American Dairy Association, Chicago, and the National Dairy Council, Chicago.

On May 21, all of the industry representatives, officers and board members paid their respects to President and Mrs. G.

IAICM CONVENTION SCHEDULE

Wednesday, October 18

- 10:00 a.m. First General Session, under the auspices of the Milk Industry Foundation and the International Association of Ice Cream Manufacturers
- 1:30 p.m. Production and Laboratory Council Sectional Meeting
- 1:30 p.m. Controllers' Council Sectional Meeting
- 1:30 p.m. Merchandising Institute Sectional Meeting
- 6:30 p.m. Board of Directors Dinner

Thursday, October 19

- 9:30 a.m. Second General Session
- 1:30 p.m. Production and Laboratory Council Sectional Meeting
- 1:30 p.m. Controllers' Council Sectional Meeting
- 1:30 p.m. Merchandising Institute Sectional Meeting
- 7:00 p.m. Annual Banquet

Friday, October 20

- 9:30 a.m. Production and Laboratory Council Sectional Meeting
- 9:30 a.m. Controllers' Council Sectional Meeting
- 9:30 a.m. Merchandising Institute Sectional Meeting
- 1:30 p.m. Third General Session and 1950 Business Meeting auspices Ice Cream Merchandising Institute.
- 5:00 p.m. Board of Directors Meeting


Stanley McKenzie at a Presidential Reception held in the President's Room.

May 22 was given over to Executive Sessions of the Public Relations Committee and the Advisory and Executive Committees.

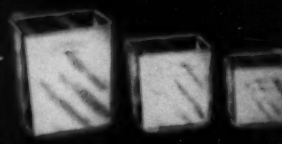
The three Industry Sessions on May 23, 24, and 25 were presided over by G. Stanley McKenzie, President of the International, and President of Creameries of America, Inc., Los Angeles, California. These sessions were attended by the Board

ShoreCralt


STAINLESS STEEL Ice Cream Accessories



ICE CREAM SCOOPS
Constructed from the finest quality stainless steel.
18 B Stainless Steel
Constructed from the finest quality stainless steel.
Made in eight sizes: 8, 10, 12, 14, 16, 18, 20, 24, 30, 40.
With different color handles.
Handles featuring double rings.



ICE CREAM BOX HOLDERS
Constructed of 18 B stainless steel. Holds the handles strong. Handles, secondary.



ICE CREAM SPADES
Constructed of 18 B stainless steel. Holds the handles strong. Handles, secondary.

FOR INFORMATION SEE YOUR DEALER OR WRITE
SHORE MACHINE CORPORATION
430 West 20th Street, New York 11, N. Y.
Manufacturers of SHORE-CRALT Quality Ice Cream Accessories

of Directors, committeemen, Presidents and Secretaries of the Affiliated Associations and ice cream manufacturers from West Virginia.

The sessions held an unusual amount of valuable information and were extremely well attended. The meetings set a record for attendance with 172 ice cream manufacturers and wives attending.

Two industry luncheons were held during the three day industry conference. Hugh S. Vandervort, Sanitary Milk and Ice Cream Company, Morgantown, West Virginia, presided over the luncheon on May 23, at which Garth Shoemaker, Hygeia Refrigerating Company, Elmira, New York, presented an address: "Freedom Is Your Business." John Randolph, Fairmont Foods Company, Parkersburg, West Virginia, presided over the luncheon on May 24, at which I. G. Greer, The Business Foundation of North Carolina, Chapel Hill, North Carolina, presented an address on "The Individual in the Competitive System."

The climax of the social events was the Annual Banquet "Candlelight Night." Governor and Mrs. Patteson were guests of honor. Hugh Hutchinson, Greenbrier Dairy Products Company, Lewisburg, West Virginia, acted as toastmaster. The entertainment was built entirely around the Colonial motif with early American music and early American dances presented by the entertainment group in authentic Colonial costumes. During the banquet the prizes for the winners of the annual golf tournament were presented by Hugh Gall, Greenbrier Dairy Products Company, Lewisburg, West Virginia, who acted as Chairman of the golf tourney.

North Carolina Post to Langdon

J. Lloyd Langdon, of Asheville, has succeeded L. L. Ray as Executive Vice-President of the North Carolina Dairy Products Association, according to C. B. Martin, Association President. He assumed his duties in Raleigh on June 12th.

A native of Johnson County, Mr. Langdon is a graduate of State College in agriculture, class of 1940, and has been active in agricultural work since that time except for four years service in the Army Air Corps during World War II, where he attained the rank of captain.

Mr. Ray resigned the position to become Foundations Director at North Carolina State College.

Dairy Council Now In Utah

The Dairy Council of Utah has been established with headquarters in Salt Lake City. It represents the fifty-third Dairy Council unit in key cities from coast to coast for the purpose of developing a sales educational program to increase the use of milk and its products. Miss Genevieve Allen, Salt Lake City, is director of the newly organized Dairy Council and opened the office officially on June 5.

President of the Board of Directors, supervising the new unit is George Winder, distributor, Salt Lake City, with Edward Sorenson, producer, Oakley, Vice-President; Glen Garrett, distributor, Ogden, Secretary; and Ariel Merrill, distributor, Salt Lake City, Treasurer.

ADA Committees Named

Committees to conduct the business affairs of the American Dairy Association during the coming year were announced by C. R. Schoby, Algona, Iowa, newly elected President, at the recent Administrative Committee session held in Chicago to consider tentative program activities for the 1950-1951 period.

The sub-committees will go into business action at Bozeman, Montana, July 24, to prepare reports and recommendations for consideration of the executive body on the following day. The Administrative Committee meets again at ADA headquarters, Chicago, June 23, in final preparation for the Bozeman executive session.

Bendixen Heads Science Group

Ballots of members of the American Dairy Science Association mailed to Secretary P. R. Ellsworth, Ohio State University, Columbus, Ohio, elected Professor H. A. Bendixen, State College of Washington, Pullman, Washington, Vice-President of the Association and J. H. Erb, Vice-President in Charge of Production, Midwest District, The Borden Company; and Dr. L. A. Moore, Head, Division of Nutrition and Physiology, Bureau of Dairy Industry, to directorship in the Association for three years.

Former Vice-President R. B. Becker, University of Florida, Gainesville, Florida, by rules of the Association is elevated to the Presidency this year. He was inducted into office at the annual meeting held June 20 to 22 at Cornell University, Ithaca, New York.

Dutch Process
Cocoa

For the Finest
Chocolate
Ice Cream
in Town

Ambrosia

AMBROSIA CHOCOLATE COMPANY
MILWAUKEE

Nebraska Society Active

The Nebraska Dairy Technology Society, a comparatively new organization that was organized in October, 1948, has announced that it now has 173 active paid members and twelve sponsoring members (memberships held by commercial companies). Object of the society is to broaden the membership's knowledge of the scientific aspects of the dairy industry.

J. N. Buchel, Roberts Dairy Company, Lincoln, is President of the group. Other officers include L. K. Crowe, University of Nebraska, Lincoln, Vice President; Ardith Von Housen, Dairy Council, Omaha, Secretary; and Don Radenbaugh, Breakstone Bros., Inc., Omaha, Treasurer.

Wisconsin Course Announced

The University of Wisconsin has announced that its winter course in dairy manufacturing will begin September 21 and run to December 16. The first semester from September 20 to November 15, will include sessions on dairy arithmetic, bacteriology, cattle diseases, mechanics, sanitation, marketing and milk composition and tests. The second semester, from November 16 to December 16, inclusive, is open to those who complete the first semester. It includes courses in ice cream making or butter-making and courses in market milk or cheese-making. Information may be had from H. C. Jackson, Department of Dairy Industry, University of Wisconsin, Madison, 6, Wisconsin.

**A GOOD BRAND IS WORTH
"PROTECTING" WITH
MULHOLLAND DUBL-STRENGTH**



**WOODEN
SINGLE
-PAK-
SPOONS**

SINGLE-PAK-SPOONS bring the cost of sanitary protection for your product, brand and name, and creation of lasting REMEMBRANCE for its superb qualities . . . TO A VERY SMALL FRACTION OF A CENT! And in this day of increasing competition, you NEED this kind of proven advertising investment. **SINGLE-PAK-SPOONS** are in a class by themselves for quality and utility—

- Use either end as the bowl—semi-pointed bowl makes them easier to insert in "hard" ice cream.
- Machine counted in strips eliminates extra handling and waste.
- Individual wrapping protects against dust, dirt and moisture . . . reassures the customer of your interest in his health protection.
- Stronger than conventional types, because they're **WIDER** at the weakest point.

Let us show you how low-cost **SINGLE-PAK-SPOONS** will add to the sales punch and dealer satisfaction you are trying to put behind your product. **WRITE TODAY FOR SAMPLES AND PRICES.**

John H. Mulholland Co.
MILWAUKEE, WIS.



ICE CREAM FIELD, July 1950

AN IDEA



**TO HOLD YOUR
CUSTOMERS
AGAINST
COMPETITION**

Give your customers something **EXTRA** . . . without adding to your cost . . . and you are sure to keep ahead of competition! That's the quick story on **AVENEX**, the well known food antioxidant.

AVENEX actually protects the deliciousness of your ice cream . . . it helps you get a fresher, richer, really true flavor.

Let us show you how you get all this at no extra cost! Write us.

CALL YOUR LOCAL OFFICE OF

The Quaker Oats Company

OR WRITE TO **AVENEX CORPORATION**
250 West 57th St., New York 19

AVENEX

THE PURE FOOD STABILIZER AND ANTIOXIDANT

Quality Chekd Has New Members

Acceptance of eight ice cream manufacturers as new members of the Quality Chekd Ice Cream Association has just been announced by Harlie F. Zimmerman, Quality Chekd managing director.

Officially approved by the association for membership are the following firms: Atkins Ice Cream Co., Gary, Indiana; Birtcherd Dairy, Inc., Norfolk, Virginia; Chenango Ice Cream Co., Norwich, New York; Hygeia Refrigerating Co., Elmira, New York; Mandan Creamery & Produce Co. Mandan & Dickinson, North Dakota; Orsinger's, Inc. LaSalle, Illinois; The Netherland Co., Inc., Syracuse, New York; and Wendt's Cream Top Dairy, Niagara Falls, New York.

Dairy Supply Club Meets

A national meeting of the Dairy Supply Club was held June 1 and 2 at the Hotel French Lick Springs, French Lick, Indiana. Forty-two representatives of leading dairy supply jobbers from coast to coast were in attendance. Various matters of mutual interest were discussed.

During the meeting, arrangements were made to improve the organization of regional clubs by increasing their number to seven. The next national meeting of the club will be held in late September, probably in Atlanta, Georgia.



ANNUAL OUTING of the Philadelphia Dairy Mixers was attended by close to 300 persons. Caught in the ICE CREAM FIELD man's lens were (left to right):

1ST ROW: Sumner Bates of Lamont Corliss, Don Carter and Clarence Snyder of Keltinator; Walter Roskam of David Michael & Co.; Charles Policastro of Abbotts Ice Cream, Louis Kroner of Eastern Sanitary Milk, Wm. Friedrich of Keystone Wagon Works, and J. Rogers of the New Jersey Milk Commission; Dewees Showell of the Mulholland-Harper

Company, and Alexander Hannum of Flavor-ite Ice Cream; Dave Gundrum of Morris Paper Mills.

2ND ROW: Vincent Brown of Frigidair, Philadelphia; Stan Roseberry and Gene Pearce of Pe-Ro Ice Cream with Frank and Duane Poulter of the Germantown Manufacturing Company; Harry Brown of Brown's Frosted Foods, Bill List, Jr., Secretary of Pennsylvania, New Jersey and Delaware Association, Bob Davison of Kelco, Sam Price and Ralph Harvey of Chill-Ripe Fruit Products.

3RD ROW: R. C. Stout of the C. Nelson Manufacturing Company; C. M. Minthorn of the Chester-Jenson Co.; Louis Kroner, Eastern Sanitary Milk, Ridgway Kennedy, Jr. and Charles Policastro of Abbotts Ice Cream, Dave Gundrum, Morris Paper Mills, Harry Brown of Brown's Frosted Foods, Wm. Friedrich of the Keystone Wagon Works; Percy Storr of Food Materials Corp.; Joe Burdan and Harold Pratt of Philadelphia Dairy Products; G. S. Rose of Creamery Package Manufacturing Company.

Philadelphians Hold Outing

Close to 300 persons attended the annual outing of the Philadelphia Dairy Mixers, held June 16 despite inclement weather at the Aronimink Golf Club, Newtown Square, Pennsylvania.

Although a morning downpour threatened to mar the festivities, eighty-five golf enthusiasts made their way around the links competing for ten prizes. Those attending termed the outing one of the best in the group's history.

M. R. Burke was Chairman of the Entertainment Committee and H. F. Beumer is President of the organization.

NDC To Meet In Kansas City

The 36th Annual Meeting-Winter Conference of the National Dairy Council will be held at the Hotel President in Kansas City, Missouri, from January 29 to 31, 1951.

Practical sales promotion-public relations problems of the dairy industry will be stressed. Lloyd H. Geil, Director of Public Relations, is Chairman of the committee planning the January program.

Cornell To Repeat Curriculum

Cornell University has announced that the one-year dairy curriculum offered at the New York State College of Agriculture at the university for the past two years will be repeated in 1950-51. The third week in September has been set as the starting date for this year's course. Additional information is available from Professor A. C. Dahlberg at the school's department of dairy industry at Ithaca, New York.

Pennsylvania Courses Announced

New short courses in dairy manufacturing have been announced by the Pennsylvania State College School of Agriculture. The first of these will be given from July 24 to July 29, and for those who won't be able to attend, again from February 12 to February 17, 1951. This course will be devoted to testing milk, cream and other dairy products.

The second, an ice cream course for dairy equipment and supply men, will be given from December 4 to 9. The third, an ice cream course for plant men, will be conducted from January 15 to 27, 1951. The last course in the series, devoted to market milk and milk supervision, will be held from January 29 to February 10, 1951.

New Yorkers Plan Convention

Members of the various convention committees of the Association of Ice Cream Manufacturers of New York State met in Syracuse June 14 to lay the groundwork for the group's 43rd annual conclave. The convention will be held at Whiteface Inn, Whiteface, New York, from September 12 to 14.

Chicagoans Tee Off

The 12th annual golf party of Chicago Dairy Mixers was held June 27 at the Rolling Green Country Club, Arlington Heights, Illinois. Robert Nelson, Robert A. Johnston Chocolate Company; and Earl Forster, Cherry-Burrell Corporation; served as co-chairmen of the golf committee.

150 Attend Pittsburgh Outing

The Dairy Mixers of Pittsburgh, Inc. held a Dutch Treat Outing at the South Hills Country Club on June 16. Approximately 150 persons attended.

Mac Ferree of the Ferree Dairy won the golf competition with a low gross of seventy-eight. He paced sixty others who participated in the fun on the links.

Frank Ruthven of the Marathon Corporation was Chairman of the Outing.

1950 officers of the organization include C. S. (Buck) Rogers, Keystone Cone Company, President; Frank Ruthven, Marathon Corporation, Vice President; Ralph Anderson, Cherry-Burrell Corporation, Secretary; and Jack E. Hutchinson, Bloomer Bros., Treasurer.

IAICM PR Post to Reinhold

Paul E. Reinhold, President of Foremost Dairies, Inc., Jacksonville, Florida, is the newest member of the Public Relations Committee of the International Association of Ice Cream Manufactur-

ers, headed by Madison H. Lewis, The Borden Company, New York City.

Mr. Reinhold attended the Executive Session of the committee at The Greenbrier Hotel, White Sulphur Springs, West Virginia, May 22, which approved the new \$248,000 industry campaign financed jointly by the International's Public Relations Program and the American Dairy Association, Chicago, and part of which is carried out through the National Dairy Council, Chicago.

Mr. Reinhold has been associated with the ice cream and milk industry for thirty-eight years. He began his career in the ice cutting operation near Oakmont, Pennsylvania, which he delivered to two local drug stores by means of a push cart. He then expanded the business to include milk distribution.

He was a pioneer in the field of refrigeration of ice cream and continuous freezing methods.

He has been President of Foremost Dairies since 1932. He is a director of the Atlanta Federal Reserve Board, Eastern Air Lines, Inc., National Dairy Council, Florida Livestock Association, the Gator Bowl Association, and the Red Cross Lifesaving Corporation.

Mr. Reinhold was appointed by the President as United States delegate to the 1937 World Dairy Congress.

PITTSBURGH DAIRY Mixers held a Dutch Treat Outing at the South Hills Country Club on June 16. Pictured there were (left to right):

1ST ROW: Percy Storr, Food Materials Corp.; Bud Harwood, Neo Caldwell, H. E. Fuchs, B. C. Wiedenhamer, E. G. Wiegold, Jr., all of Cherry-Burrell Corporation; Dudley Powell, Diamond Alkali Corporation; E. C. Folkers, Tom O'Hare, George Holland, all of Meadow

Gold Dairies, and Barr Cannon of Schnabel Company.

2ND ROW: Mr. Clark, Savage Arms Corporation; Bill Larson, Page's; Gene Sutherland, United Dairy; Bud Pattibon, Pattibon Dairy; Paul Dambloski, Cunningham Glass Company; Ned Caldwell, Cherry-Burrell Corporation; Elmer Smith, Dixie Cup Company.

3RD ROW: Vic Sweeney, Allegheny Company Btl. Exchange; J. W. Farley and A. D.

McKnight, Cherry-Burrell Corporation; John Slavin, Sanitary Milk & Ice Cream Company; John Mogan, Meadow Gold; Jack Davis, Page's Milk Company; A. J. Lucas, Islay's; H. L. Archer, Borden's.

4TH ROW: Ralph Anderson, Cherry-Burrell Corporation; Karl Nauert, Midwest Bottle Cap; Bud Harwood, Cherry-Burrell Corporation; Joe Laher, Rieck's Sealtest; Jack Hutchinson, Bloomer Bros.; Frank Ruthven, Marathon Corp.; Tom Chapman, Krim-Ko.



Business News

GOLDEN STATE INVADES ARIZONA

Extension of Golden State Company's ice cream operations into Arizona with the California dairy's purchase of Desert Gold Farms' ice cream division was announced recently.

In making the announcement, Paul Young, Golden State President, said "Arizona, like California, has enjoyed a very large population increase during the past decade. This, coupled with a year-round warm climate in most areas, gives Arizona a considerable ice cream marketing potential that we are confident can be developed."

Golden State's operations will center around Tucson, Phoenix and Casa Grande. Negotiations to cover smaller marketing areas are now under way. The company will feature three brands of ice cream: Desert Gold, Golden State Premium, and Cream O' Gold, the company's highest quality, de luxe grade ice cream. A complete line of ice cream novelties will also be marketed there.

FRIGIDAIRE'S DETROIT BRANCH MOVES

The Detroit wholesale branch of the Frigidaire Sales Corporation, supply hub for dealers throughout greater Michigan on Frigidaire, appliances commercial refrigeration and air conditioning products, is currently occupying a new modern building of 13940 Tireman Avenue, according to J. W. Moloney, branch manager.

Mr. Moloney pointed out that the new location and modern facilities will expedite service for Frigidaire dealers and their customers throughout all of Michigan except the upper peninsula. The Branch operation has been carried out at 4584 Maybury Grand for nearly twenty years.

"The move," he said, "reflects the great importance that the company attaches to the vast Michigan marketing area. These enlarged and improved facilities will permit the Branch to meet the greatly expanded distribution demands of this area and the much larger future requirements of this rapidly expanding market."

The Detroit branch occupies about 100,000 square feet of floor space or approximately one-half of a new one story brick building, located at the corner of Tireman Avenue and Decatur Avenue. The other half of the structure is given over to the United Motors Service division of General Motors.

NEW CABINETS FOR CORNELL

The School of Hotel Administration at Cornell University, Ithaca, New York, was recently enriched with a gift of brand new ice cream cabinets by Ace Cabinet Corporation of New Bedford, Massachusetts. Milton Herzer, executive of Ace, made the gift in behalf of the company in honor of the dedication of Statler Hall, the new building erected at Cornell University by the trustees of the Statler Foundation.

INSTALLS NEW HARDENING ROOM

Kentucky Ice Cream Company, of Richmond, Kentucky, was getting "to big for its britches." Five hardening rooms were not enough! No more room available in their building on Main Street in Richmond! What to do?

Necessity has always been the Mother of Invention, and in this case the actual invention was Reco's prefabricated, sectional Metalply hardening room. Owner Marino got out of his predicament by building a platform outside the room where final handling of the ice cream takes place, and installing a Reco-Fab hardening room on it that measures twelve' x twenty eight' x eight' high, using one of Reco's eight'-insulation models.

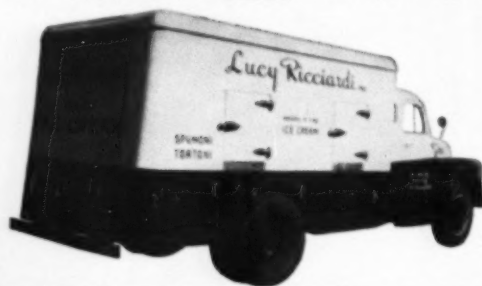
To save as much time and labor as possible, the Kentucky organization has built a conveyor running from the main building into the new hardening room, and they plan to run it the entire length of the room, so they can easily handle the output from their freezing room without necessitating extra steps and wasted time.

Kentucky Ice Cream Company is another example of the sound, aggressive ice cream manufacturer who builds a solid reputation and increasing volume on a good product and competitive prices. The firm serves eighteen counties around Richmond.

ICE CREAM RETURNS TO LOFT STORES

Ice cream, absent from Loft's candy chain stores since 1943, is once again being sold in those retail outlets. The French style ice cream is available in six flavors and is priced at thirty-five cents per pint. Individual ice cream cups retail for fifteen cents and ice cream bars are ten cents.

You Can Make More Money With FRANKLIN VENDING BODIES



★ You get GREATER VALUE, CONVENIENCE and ECONOMY because of FRANKLIN'S years of experience in building quality bodies.

LOOK AT THESE FEATURES!

All Welded Construction • Streamlined Designing
Self-Contained Refrigeration System
Ruggedly Built for Long Efficient Use

Get our prices before you buy!

FRANKLIN
BODY & EQUIPMENT CORP.
1042 DEAN STREET BROOKLYN 16, N. Y.
Tel.: MAin 2-2100

MAY ICE CREAM PRODUCTION DROPS

May ice cream production in the United States, estimated at 36,070,000 gallons, was 2 percent smaller than a year earlier but was 1 percent larger than the 5-year, 1944-48, average for the month, the Bureau of Agricultural Economics reports. Seasonally, the gain this year was 35 percent, compared with a 26-percent advance last year and an average rise of only 17 percent between April and May in the 5-year period, 1944-48. The butterfat content of ice cream made in May averaged 12.2 percent for the country as a whole, compared with 12.1 percent in April and 11.9 percent a year ago at this time. Cool weather the first half of May was followed by warmer days in the latter part of the month.

Production of sherbet in the United States was estimated at 1,810,000 gallons for May—20 percent more than the May output last year but 47 percent less than the 5-year, 1944-48, average for the month. The seasonal advance between April and May this year was 50 percent, compared with a gain of 31 percent a year ago and an average advance of only 13 percent between these months in the 1944-48 period.

POWNALL ANNOUNCES DISTRIBUTION PLAN

National distribution of the rotary compressors for refrigeration manufactured by the Fuller Company, Catasauqua, Pa., has been taken over by the Freezing Equipment Sales, Inc., 417 West Market Street, York, Pennsylvania, according to Henry B. Pownall, President of Freezing Equipment Sales.

A completely redesigned line of rotary compressors for refrigeration will be announced shortly based on compressor designs by Fuller and engineering for refrigeration use by Freezing Equipment Sales. The new distributor has successfully installed these compressors in dairy and frozen food plants along the East Coast.

A nationwide distributor organization is planned by Freezing Equipment Sales on the line of rotaries. The largest rotary in the line is said to be equivalent to fifteen per cent more displacement than a 15 x 10 4-cylinder reciprocating compressor operating at top speed.

Two of the outstanding features of this new line of rotary compressors are the space saving factors which enable engineers to install additional refrigeration capacity in an already crowded machine room and cost savings both in original and operating costs, according to Mr. Pownall.

CUTE PROMOTION

There's an organization in Chicago called the National Red Cherry Institute—and do they know how to sell cherry pie!

First, they take some of the product in which they're essentially interested—a generous cut of fresh fruit cherry pie. Then, they add a tempting portion of the product to which we're devoted—delicious ice cream. And then they surround this combination with a product which commands the attention of everyone—a beautiful woman!

Now, the old saw about which came first—the chicken or the . . . etc. is well-known. And it's pretty clear that in the adjacent photograph the chicken comes first. But who's to deny that eventually some eyes will wander to the promotion piece. And that's when some ice cream sales are expected to result.

The question is—can we wait that long?



NEW FOUNTAIN INSTALLATIONS REPORTED

Several new fountain installations have been reported by the Bastian-Blessing Company, Chicago. A new bobtail unit has been placed in Cook's Ice Cream Store, 1171 Hamilton, St. Louis, Missouri. A similar unit was set up in Vetel's Dairy Bar in Columbus, Ohio. An all-steel Bastian-Blessing soda unit was also installed in the new Klage Ice Cream Store in Austin, Texas.

BEATRICE FOODS OPENS EVANSTON PLANT

Beatrice Foods Company, manufacturers of Meadow Gold ice cream and other dairy products, has just opened a new ice cream plant in Evanston, Illinois, at 537 Custer Avenue. Ted Lundal is manager of the new plant.



**NESTLÉ'S
RUNKEL'S
CHOCOLATE FLAVORS
COCOAS**

**The Greatest Taste
in Chocolate**

LAMONT, CORLISS & COMPANY

60 Hudson St., New York 13, N. Y.
Branches in Principal Cities



FLAVOR

is no accident. It takes the right combination of materials and know-how. Add to that "mix" the right vanilla, custom built to please consumer tastes, and you can't miss!

**Write us and get acquainted
with BECK'S good Vanillas**

BECK Vanilla Products Co.
EAST ST. LOUIS, ILLINOIS

GUNDLACH FIRM EXPANDS SERVICES

Broadened consultant and service facilities in technological and marketing aids to milk plants, ice cream manufacturers and dairy products' establishments is now provided by the G. P. Gundlach & Company, Cincinnati, sales assistants to the dairy industry, by means of a new policy allocating staff consultants to residence at key centers.

G. P. Gundlach, President of the organization, said that under the newly-expanded consulting and merchandising program, resident consultants of the Gundlach staff will have advantage of maintaining closer relationships with firms served plus full liaison with the home headquarters laboratories, marketing and administrative facilities in Cincinnati.

Mr. Gundlach announced that the resident consultants for the present, will maintain an office headquarters facility in conjunction with their residences in Jackson, Mississippi; Columbia, South Carolina; Independence, Missouri; Syracuse, New York and Albert Lea, Minnesota.

"Assignment of field consultants to these new residences," Mr. Gundlach reported, "is an endeavor to facilitate their operations from a base in geographical center of their respective territories and is attuned to the current trend for decentralization in business operations wherever feasible, meanwhile expediting faster readily-available service to clients."

Meanwhile, it was also reported that representative ice cream manufacturers in all parts of the United States are accepting invitations from The Dairy Guild, a nationwide voluntary association of firms engaged in ice cream and dairy products field, to submit their products for a scientific "quality audit."

This is designed to help individual dairy operators familiarize

WHEN IT COMES TO NUT ICE CREAM The Assorted Nutmeats Co.

offers a complete line of

High Quality Nutmeats

specializing in

Buttered Select Pecans

Use these delectable, richly buttered pecans for superior quality "Butter Pecan"

Buttered Almonds

Here is a delicious nut flavor now enjoying a new high of popularity

Toasted Chopped Nuts

A tasty nut mixture, without peanuts, suitable for numerous nut flavors

Your order will be freshly prepared, sealed in air tight shipping containers, and rushed to you by fastest means.

WRITE FOR PRICES TODAY

THE

ASSORTED NUTMEATS COMPANY

4106 Main Street

Pittsburgh 24, Pa.

MIRRO-CHROME ELECTRIC SIGN



Dominate Your Marketing Area With This Big Low Cost Electric Sign. (20" x 10")

**Your Copy in Beautiful Color
Sells — Day and Night**

Don't miss on this—write for complete details today

**MIRRO-PRODUCTS CO.
High Point 2, N.C.**

themselves with the high uniform excellence of products that the Dairy Guild sets as its standard, it was reported.

C. W. Esmond, executive director of Dairy Guild, said that the laboratories, research, marketing counsel and service facilities of G. P. Gundlach and Company and of The Dairy Guild, will be utilized for the "audit."

Specific ice cream manufacturers are being asked to transmit typical products that they are regularly supplying to their trade, for this scientific audit. Each of these samples will be carefully judged, and the judgment will be reported to the participating manufacturer to inform him as to how his products compare with others throughout the nation, and how they may be improved.

Mr. Esmond states that Ross J. Winning, assistant director of Dairy Guild, and Charles E. Lawrence, director of Dairy Products Research Bureau, a division of G. P. Gundlach and Company, will direct this ice cream audit.

LE ROY FOODS EXPANDS

Le Roy Foods, Inc., 290 South Fifth Street, Brooklyn, New York, manufacturer of the Le Roy Pure-Maid Ice Cream Sandwich, announces a recent addition in factory space that now gives them 100,000 square feet in Newark, New Jersey in addition to the 60,000 square feet of factory space in the Brooklyn plant.

The company advises that additional warehouse facilities have been opened in Los Angeles and Chicago with plans in progress for the opening of still more warehouse facilities in the South. Thus, users of the Le Roy method can receive practically overnight delivery of sandwich containers.

STALEY EXPLAINS FTC AGREEMENT

Following is a statement made by A. E. Staley, Jr., President of A. E. Staley Manufacturing Company, Decatur, Illinois, processor of corn and soybeans, regarding an agreement announced June 7 by the Federal Trade Commission in Washington:

"The Staley Company has reached an agreement with the attorneys for the Federal Trade Commission, disposing of the complaint of the Commission which has been pending since 1947. The Staley Company has not been guilty of any violation of the law and has admitted none.

"The agreement involved the issuance of a consent cease-and-desist order by the Commission. The terms and provisions of that order will be primarily directed against the activities of four trade associations which are no longer in existence. The Staley Company withdrew from these trade associations almost five years ago.

"The original complaint of the Commission also attacked the company's right to meet competition by absorbing freight. Contrary to some newspaper versions, that right is not infringed by the agreement. It will not require any material change in the practices and pricing policies which the Staley Company has followed for the past five years.

"Attorneys for the company believe that if the case had been contested, it probably would have won. However it would have been a long and expensive proceeding. It would have required the protracted absence of the various officers of the company from their regular duties. Furthermore, the victory would have been an empty one because the company has no intention of renewing the trade association activities in question.

"The trade association activities challenged by the Commission

AMERIO

REFRIGERATED BODIES THAT EXCEL



DEAUVILLE—Capacity 1050 gals. 6 Compartments. Outside dimensions: 12'6" long x 6'11" wide x 5'8" high above chassis frame. Refrigerant: Ammonia.

**Famed For
Style
Economy
Durability
Performance**

Self-Contained—Dry Ice—Ammonia

Let Us Quote



REFRIGERATING EQUIPMENT CO., INC.

129-34 Forty-Fourth St.

Union City, New Jersey

"Serving The Better Buyers"

REFRIGERATED TRUCK BODIES

DRY ICE EQUIPMENT

DISPOSABLE REFRIGERATED CONTAINERS

For many reasons

the trend is to

PURE VANILLA...

For many reasons

in PURE VANILLA

the trend is to

VIRGINIA DARE

Vanilla #7 is recognized as the finest pure vanilla obtainable. A skillful blend of carefully chosen Mexican and Bourbon beans that is aged for at least one year. Among top ice cream manufacturers who are known for the quality of their vanilla ice cream... #7 plays an increasingly important role.



Representatives in Principal Cities

VIRGINIA DARE
EXTRACT CO., Inc.
Bush Terminal Building No. 10
Brooklyn 32, New York

involved the collection and distribution of certain statistical information. Prior to its inauguration the plan had been submitted to the Department of Justice, and that department made no objection. The Department of Justice investigated the plan on one or two subsequent occasions—again without objection. However, court decisions in 1944 and 1945 changed the interpretation of the antitrust laws and, because of these changes of interpretation, the Staley Company decided to withdraw from the four trade associations. This we did long before the complaint was issued.

"In summary, the agreement provides for a consent order between the Federal Trade Commission and the Staley Company and other defendants without any admission of guilt. It will have the effect of prohibiting things long since discontinued and will in no important respect change the present methods of operation of the Staley Company."

ICE CREAM FETED

The history of ice cream, "the best tasting of all foods," is told in the July issue of *Holiday Magazine*, which describes evolution of the frozen delicacy from Nero's day, when it was little more than sweetened snow, to the present day, when Americans consume one billion dollars worth a year, or sixteen quarts apiece.

According to the article, "Make Mine Vanilla" is the favorite cry of forty-five per cent of the nation's ice cream eaters, in spite of the development of cantaloupe, avocado, pumpkin, sweet potato, root beer and some 300 other flavors.

Included in the article, for the benefit of the sophisticated ice cream eaters who require the gourmet's touch, are recipes for the spectacular and delicious Cherries Jubilee, and the ever puzzling, all-time favorite, Baked Alaska.

MORRISON DISTRIBUTORS IN 48 STATES

Morrison Steel Products, Inc., of Buffalo, New York, manufacturers of "Carry-All" truck service bodies, automotive body parts, Mor-Sun furnaces and Roly-Door overhead garage doors, has announced that it now has representatives in all forty-eight of the United States. A company spokesman said that the complete list of distributors is available on request.

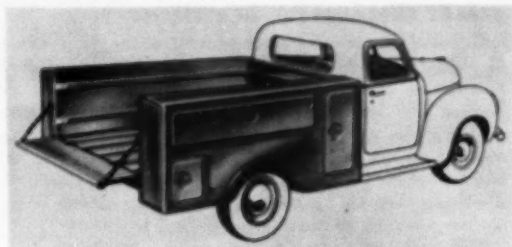
Morrison has also announced the production of two new truck body models.

The models B-750 (illustrated at the right) and B-910 fit all standard $\frac{1}{2}$, $\frac{3}{4}$ and 1-ton new and used truck chassis. The 48 $\frac{1}{2}$ -inch width of the heavy-duty offset-reinforced non-skid 16-gauge floor and wide compartments (set out over the wheels) provide extensive space for bulkier loads, according to the manufacturer.

Protection against weather and theft is insured by a center control dual latch locking arm which seals the double stamped and embossed door panels against a specially molded rubber gasket. Protection against theft is provided by individual cylinder positive action locks on each door—all keyed alike. The "Carry-Alls" have forged chrome-plated handles, recessed for safety as well as appearance and the compartment doors are constructed of an inner and outer steel stamping welded and assembled for perfect alignment and rigidity, the firm reports.

Standard optional parts include overhead ladder racks, tailored caravan canvas tops, sliding metal roofs, sectional material trays, shelves, and side boxes. Provisions were also made for such highly specialized equipment as derricks, winches, pipe vises, reels, and support jacks.

A new bulletin which describes and illustrates the new models



and accessories has just been published by Morrison and an extensive advertising and promotional campaign on Morrison "Carry-All" models B-750 and B-910 is already under way.

It was also announced that the Carry-All Trailette was displayed for the first time in the Morrison Steel Products, Inc., booth at the recent Chicago Auto Show.

The Trailette is a hitch-all, two wheel, all-purpose "take-it-or-leave-it" vehicle that hitches to any light truck or passenger car.

One man can hitch it to any light truck or passenger car, the firm states. It can be taken to any job and left there without tying up a chassis. It hitches to all standard bumpers—and is completely equipped with an all-car hitch, support jack, wheels, tires, tubes, lights, semi-elliptical springs and a torque-less axle.

The Morrison Trailette is available in two models, one 91-5/16" long, the other 75" long. Additional information may be had from the manufacturer.

FRIGIDAIRE DISTRIBUTORS HEAR SALES PLANS

M. M. Roberts, General Motors Vice-President and Frigidaire General Manager, announced production of the twelve millionth Frigidaire refrigerating unit during a special meeting June 13 at Dayton, Ohio, attended by more than 300 key members of the company's national distributing organization.

The distributor's meeting was a significant one for Frigidaire, because it marked the opening of a series of seventy-three mid-summer sales meetings for more than 40,000 dealers and salesmen in forty-four districts across the country. Sales, service, training, and advertising plans, especially designed to stimulate the mid-summer sales activity, were outlined by P. M. Bratten, General Sales manager.

Other top officials participating included S. M. Schweller, Chief Engineer; L. A. Clark and H. F. Lehman, Assistant General Sales managers; H. M. Kelley, Appliance Sales manager; W. F. Switzer, Commercial Sales manager; E. E. Landis, Service manager; F. H. Peters, Advertising manager; L. W. Smith, Market Research manager, and Ellsworth Gilbert, Sales Promotion and Training manager.

TOPFLIGHT TAPE CENTRALIZES OFFICES

As of June 1, all of the administrative, sales, order, accounting and advertising departments of the Topflight Tape Company, York, Pennsylvania, have been located at 116 East Market Street. Greater efficiency, easier flow of orders and economies in operation are anticipated.

PATENT GRANTED TO CULVER

A patent covering the "Dry Stop Merchandiser" as developed by the J. E. Culver Company has been granted to the Minneapolis, Minnesota firm. This point-of-sale advertising device includes clamp-on (polished aluminum) castings and pipe for attachment to standard ice cream cabinets without removing screws or inserting them into cabinets.

The
"Feature"
Line of
**FOUNTAIN
EQUIPMENT**



INSIST . . .
on these
outstanding features

- Slide-out Compressor
- All-dry Refrigeration
- Simplified Plumbing
- Deep Drawn Sinks
- No Messy Water Bath
- All Stainless Steel Interior
- Low Installation Cost
- Everfrost Safety Pump
- Pre-Cooled Carbonation

Immediate Delivery From Local Warehouses

ANDERSON & WAGNER INC.
8701 South Muller Street • Los Angeles 3, Calif.

CAMPAIGNS SET FOR TWO NEW FLAVORS

A nationwide promotion spearheaded by a full-page color advertisement in the *Saturday Evening Post* in October will herald "Caracas," chocolate ice cream flavor to be sponsored among the nation's ice cream manufacturers by G. P. Gundlach & Company, Cincinnati, consultants to the dairy products industry.

"Caracas" will be the fourth ice cream flavor introduced recently to the dairy-products field by the Gundlach organization, whose pioneering research and development of new uses of dairy products and flavors has been followed by widespread consumer acceptance, according to a company spokesman.

Gundlach previously presented "Whitehouse Cherry" and "Sweetheart" ice cream and similar promotion is planned for "Grenadier" black sweet cherry ice cream.

This will consist of an integrated merchandising, advertising and promotional campaign and is scheduled for late summer.

The Grenadier formula, accorded a widespread test through critical markets, has received wide acceptance, it was reported. In addition to the evidenced acceptance of Grenadier black sweet cherry, the Gundlach organization's surveys show that in numerous consumer markets—metropolitan and hinter lander alike, the new flavor has had an acceptance comparable to the Gundlach presentation of the "Whitehouse Cherry" and "Sweetheart" flavors.

Gundlach merchandising support for the Grenadier flavor includes a thorough advertising campaign, truck-cards, newspaper and radio advertising plus a compelling point-of-sale domination projected by this pioneering dairy products' merchandising sales organization.



PUNCH CONCENTRATE 1950's *flaming comet!*

... with a brilliant future ... a year-round seller!
A few Punch-n-Juicy franchise territories still open.
Ice cream plants: jump on the band wagon. Wire or phone.

THE STANDARD FRUIT PRODUCT COMPANY
208-210 Main Street Cincinnati 2, Ohio

Clinton's DRIED CORN SYRUP

(Dextrose — Maltose — Dextrins)

For Controlled Quality Ice Cream

● Commercial use has proven Clinton Dried Corn Syrup far superior in producing quality ice cream of improved consistency and richer, smoother eating qualities. Its bland character enhances and preserves flavors. That's why ice cream made with Clinton Dried Corn Syrup is of such uniform high quality.

CLINTON

CLINTON FOODS, INC., CLINTON, IOWA

NEW REPRESENTATIVE FOR KOLD-HOLD

Bernard M. "Bernie" Packtor, well known sales engineer in the refrigeration and air conditioning fields, was recently named sales representative by the Kold-Hold Manufacturing Company of Lansing, Michigan.

According to the announcement by J. R. Tepfer, General Sales Manager, Mr. Packtor will serve the northeastern states with headquarters in New Haven, Connecticut.

A graduate of Pratt Institute, Bernie Packtor has had extensive experience in refrigeration and air conditioning. He has been connected with major producers of equipment, and during the war served as a civilian engineer with the Springfield Armory. For the past four years he has been a sales representative for several refrigeration lines.

He is a member of the American Society of Refrigeration Engineers, the American Society of Heating and Ventilating Engineers and the Refrigeration Service Engineers Society.

SCIENTISTS MEET AT CORNELL

The annual meeting of the American Dairy Science Association was held at Cornell University, Ithaca, New York, on June 20, 21 and 22.

The conclave began with a general session on June 20. Then the meetings were held in three sections, namely, dairy manufacturing, dairy cattle problems, and dairy extension. A banquet held the evening of June 22 concluded the convention.

VENDING MEETING SET FOR CHICAGO

Chicago's Palmer House will be the scene of the 1950 convention and exhibit of the National Automatic Merchandising Association. The dates are November 12 to 15.

CHEESE WHEY MAKES GOOD SHERBET

A successful method of making sherbets from cheese whey, in which whey solids are used to replace the nonfat milk solids that are normally used, has been described by the U. S. Department of Agriculture.

The new method was developed by the Bureau of Dairy Industry as one phase of a comprehensive study designed to increase the use of various dairy byproducts in human foods. Funds for the research were supplied through the Research and Marketing Act.

In the sherbet experiments, dairy manufacturing technologists F. E. Potter and D. H. Williams tested fresh fluid whey, sweetened condensed whey, plain condensed whey, and dried whey. All the experimental sherbets compared favorably in body and texture with sherbets made from milk, and there was no characteristic whey flavor in the frozen product when good-quality whey was used. Also, the whey sherbets were smoother and more refreshing in taste. There was little or no difference in the calculated calorie content of the milk and whey sherbets.

The dairy researchers discovered that whey has several advantages over milk. It is easier to incorporate air into the whey "mix," thereby imparting a more desirable body and texture to the sherbet. This is particularly true when sherbets are frozen in a continuous-type freezer.

Another advantage of whey over milk is its non-curdling properties, due to the absence of casein in the whey. Citric acid is usually added to sherbets to give them an acceptable flavor and tartness. The acid tends to coagulate the casein in the milk sherbets, but the whey sherbets, lacking casein, do not curdle when the acid is added.

In tests to determine whipping properties of the whey "mixes,"

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some of those made without butterfat produced an excessive overrun; this was corrected by adding as little as 0.6 percent of butterfat, and the addition of 1 percent of butterfat produced a sherbet of excellent physical characteristics.

Adoption of the Bureau of Dairy Industry's process by sherbet makers may help solve the problem of efficiently utilizing the billions of pounds of whey produced annually in this country. Whey is a nutritious food and contains about half the solids content of the milk from which it comes. But because of the perishable nature of whey and the lack of knowledge on how to use it, most of the whey has been fed to farm animals or discarded from cheese factories. Limited amounts of whey, however, are being used now in baby foods, confections, bakery goods, soups, and some is dried and exported. In 1947, 12 billion pounds of whey was produced in this country and an estimated 75 percent of it was either fed to farm animals or wasted.

Whey resulting from the manufacture of cheddar, Swiss, or cottage cheese can be used with equal success. Sherbet makers in the cheese-producing areas, particularly where cottage cheese is made, would be in a position to use the whey in its fresh fluid form. Cottage cheese is made predominantly in or near metropolitan areas—areas where the demand for sherbet is heaviest. And it is also in these same areas that most of the cottage cheese whey is discarded. Another point in favor of using cottage cheese whey is its high acid content, which reduces the need for citric acid and saves about 10 cents per 100 pounds of sherbet "mix" at current prices.

Classified Advertising

FOR SALE

FOR SALE: \$3250 buys our practically new 40-80 Creamery Package Ice Cream Freezer. Purchased new March 1st this year, used very little since then. Write or call for particulars. Froz-N-Foods, Inc., Phone Broadway 7030, 5905 College Ave., Indianapolis, Ind.

FOR SALE: Three ice cream vending trucks. One 1948 Studebaker, two 1949 Studebakers, all in excellent condition. Send inquiries, Kilroy's Ice Cream, Rome, New York.

FOR SALE: Good selection of freezers, homogenizers, coolers, pasteurizers, fillers, vacuum pans, churn, pumps, etc. Write or wire your requirements. Lester Kahow Machinery Corporation, 1 East 42nd St., N. Y. 17, N. Y. Telephone MUrray Hill 2-4616.

FOR SALE: Used 600 cu. ft. walk-in box, with new refig. unit. 3 hp motor. 2 hp comp. Winter defrost, blower coil. Located in Fort Worth, Texas, Jack & Jill, 2418 Bryan, Dallas, Texas.

FOR SALE: 350 gallon ice cream body with ammonia plates, for short wheel base truck, has 2 side doors and 1 rear door. In good condition. John A. Mistor, 3310 Lockwood Ave., Detroit 10, Mich.

FOR SALE: New Vending Boxes (shoulder) Light weight, insulated, White enamel finish, Capacity 10 to 15 dozen novelties; strap included. New England Vending Equipment Co., Webster, Mass.

FOR SALE: One Pure-Pak Automatic Ice Cream Packaging Machine like new. Used only one season. Complete with filling nozzles for 3 flavors and single flavor. Priced right. Legion Ice Cream Co., 4251 S. State St., Chicago, Ill. Phone BO. 8-2600.

FOR SALE

FOR SALE: 1 DeLaval Cream Separator, just rebuilt, 750 lbs. per hr., Model E-16 Electric. Will sell cheap. Russel Morgan, 439 Wyoming Ave., Scranton, Pa.

HELP WANTED

HELP WANTED: Salesmen, brokers, Nationally known firm expanding sales force. Desires men principally for Central States. Knowledge of ice cream and by-products manufacturing helpful. Box 321, Ice Cream Field, 19 W. 44th St., N. Y. 18, N. Y.

HELP WANTED: Sideline Salesman: To sell emulsifiers to mix manufacturers. Get in on the ground floor of a recent discovery by one of the larger chain manufacturers. Box 319, Ice Cream Field, 19 W. 44th St., N. Y. 18, N. Y.

HELP WANTED: Salesman—with following among ice cream manufacturers, to represent nationally-known firm selling to ice cream manufacturers. Strong promotional line backed by advertising. Box 316, Ice Cream Field, 19 W. 44th St., N. Y. 18, N. Y.

HELP WANTED: Nationally advertised concern desires man to sell their processed fruits and extracts to the ice cream industry. Drawing account. Several choice territories open. Box No. 151, Ice Cream Field, 19 W. 44th St., N. Y. C.

HELP WANTED: For midwest territory, salesmen to carry popular Sugar Cone Line. Write Forrest Baking Corp., 5032 W. Lawrence Ave., Chicago 30, Illinois.

HELP WANTED: Salesmen, traveling, with following by manufacturer of flavors and extracts, to open up new territory in Middle West. Excellent opportunity for unlimited earnings and advancement. Reply in detail giving experience and references. Box 322, Ice Cream Field, 19 W. 44th St., N. Y. 18, N. Y.

Rates

RATES: machinery, equipment and supplies for sale or wanted to buy, 3c a word (including address) for each insertion; help and positions wanted, 2c a word (including address). Bold face type double regular rates. Minimum charge \$1.00.

REPLIES to advertisements in this department must be addressed to the name, initials or address shown in the advertisement or to Box numbers c/o Ice Cream Field, 19 W. 44th St., New York 18, N. Y. Under no circumstances will ICE CREAM FIELD divulge the name of an advertiser where initials or a number is given as the address.

HELP WANTED: Salesmen Wanted, Several Mid-West states open for aggressive salesmen experienced in calling on ice cream trade with a line of nationally-advertised quality ice cream ingredients. Drawing account and commission basis. Write stating experience to Box 6112, Pittsburgh 12, Pa.

WANTED TO BUY

WANTED TO BUY: ICE CREAM PLANT IN VIRGINIA, Box 320, Ice Cream Field, 19 W. 44th St., N. Y. 18, N. Y.

WANTED TO BUY: small or medium size dairy plant in Michigan, Ohio, or Indiana. Can be bottled milk or ice cream or combination of both. Interested as source of investment. Will retain present management if willing to remain. Box 318, Ice Cream Field, 19 W. 44th St., N. Y. 18, N. Y.

POSITION WANTED

POSITION WANTED: Recent graduate of The Pennsylvania State College in Dairy Husbandry, manufacturing, desires work in the Dairy Industry. George Olshansky, 74 St. Mary's Road, Wilkes-Barre, Pa.

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